

Automotive Daily News



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AUTOISTS SPEND \$700,000,000 FOR PARTS THIS YEAR

Average for Replacement \$52 Per Car, Report Shows

Special from A. D. N. Detroit Bureau
DETROIT, Oct. 28.—Exclusive of outlay for tires, tire repairs, gas, oil, etc., the 1925 auto parts replacement business will reach a total of \$700,000,000, according to T. R. Walton, sales manager James Valve Company, Detroit.

"The 1924 figures," says Mr. Walton, "show that auto parts replacement averaged \$52 per car. We believe that with the higher registration in 1925 and increased output, taking the same figure per car for 1925, the total expenditures will be at least the amount named."

"This sum, big as it is, can easily be conceived if you stop to think how easy it is to buy parts today. Service stations everywhere make it difficult to get more than twenty-four hours away from replacement parts, no matter where you drive. The owner is driving his car farther and harder than he used to, and he is driving it the year 'round, no matter what the weather is. There is no season of rest for the modern automobile."

"Parts have been greatly reduced in price, so that it is the poorest kind of economy to go without them when slight wear is apparent. The leading automobile companies have reduced their catalogue prices on all parts as much as 50 per cent. within the last few years."

Mr. Walton says that at the first annual convention of the National Standard Parts Association, to be held at the Hotel Sherman, Chicago, November 16-18, there will be for the first time an adequate display of automotive parts—and that it will be a revelation to those not actually in the business of supplying them.

FINLAND PROPOSES AUTO IMPORT DUTY INCREASE

Special from A. D. N. Washington Bureau
Washington, Oct. 28.—In the draft of the Finnish budget of 1926 it is proposed to increase the basic import duty on automobiles from 5 per cent. to 10 per cent. ad valorem, and the present temporarily increased general rate from 20 per cent. to 40 per cent. ad valorem, according to a cablegram received by the Department of Commerce today from Assistant Trade Commissioner Emil A. Kekich at Helsinki.

The proposed increase would make automobiles from the United States subject to the conventional rate of 17.5 per cent., instead of the former rate of 8.75 per cent. ad valorem.

BUILD RACE TRACK

London, Oct. 28 (U. T. P. S.).—Australia is building an auto-racing track at Marouba, near Sydney. It is to be built of reinforced concrete, and will allow of the highest possible speeds. Race meetings are now being arranged.

WINS 250-MILE AUTO RACE on Laurel Speedway, Bob McDonough (right), victor, receiving congratulations of Pete de Paola (left), who finished second.



Underwood & Underwood.

R. C. Rueschaw Retires As Reo Sales Manager

Will Continue, However, as Member of Board of Directors

Lansing, Oct. 28.—Announcement has just been made at the Reo Motor Car Company that R. C. Rueschaw has retired as sales manager. He will be succeeded by Clarence A. Triphagen, who has been assistant sales manager. Mr. Rueschaw will continue as a member of the board of directors.

Mr. Rueschaw was formerly sales manager of the Owen Motor Car Company. When the Reo established its own sales department a good many years ago he went with the company.

As one of the pioneers in the automotive industry, Mr. Rueschaw has been instrumental in both the extraordinary success of the Reo organization and the general expansion of the industry.



R. C. RUESCHAW

INDIA REFINING CO. TO HOLD CONVENTION IN DEC.

Lawrenceville, Ill., Oct. 28.—The annual sales and merchandising convention of the Indian Refining Company district managers, agents and salesmen will be held here at the home office on December 15, 16 and 17. Basil H. Anglin, general sales manager, will preside.

Representatives from all parts of the country will be in attendance, and arrangements are now being made for the scheduling of conferences with the various department heads. A trip through the refinery is also on the program. Several speakers of national prominence will be invited to address the delegates.

The sales policy and the advertising program for 1926 will be gone over in detail at this convocation.

OFFICIALS TOUR ABROAD

Jackson, Mich., Oct. 28.—G. S. Porter, general works manager, and E. R. Jacobi, supervisor of engineering of the Hayes Wheel Company, are abroad at the present time investigating conditions in the foreign field, having attended the Olympia show in London.

French Motor Imports Gain

New York, Oct. 28.—In the first eight months this year, France imported 12,218 automobiles, valued at 101,444,000 francs, against 8,470 cars, valued at 71,352,000 francs, in the 1924 period.

Exports also show an advance, according to the Bankers' Trust Company, totaling 40,139 motor cars, valued at 1,306,988,000 francs, against 31,191 cars and 876,098,000 francs for the same period in 1924.

LARGEST COMMERCIAL AIRPLANE WRECKED

Seekonk, Mass., Oct. 28 (U. T. P. S.).—The Rimington-Burnell airplane, Miss Essex, largest commercial aircraft in the world, was wrecked during a forced landing here late this afternoon, after both her motors had suddenly cut out while at an altitude of 3,000 feet. The plane was carrying a crew of three members, four passengers and an Essex automobile coach on a flight from Hartford to Boston. None of the seven occupants was seriously injured.

G. M. Net for 9 Months \$74,243,966, Highest in History of Corporation

NEW YORK, Oct. 28.—Net earnings of the General Motors Corporation in the nine months ended September 30 totaled \$74,243,966, after depreciation and all charges. The amount available for the common stock is \$68,514,172, equivalent to \$13.27 a share, and \$14.57 a share, including the equity of all subsidiaries. The net for the quarter ended September 30 was \$28,161,730, after depreciation and all charges.

FIRE DAMAGES FLINT FOUNDRY

Valuable Patterns and Equipment Lost; To Rebuild

Flint, Mich., Oct. 28.—The Flint Foundry Company was partially destroyed by fire early today. While no estimate of the loss had been made this morning by J. M. Barringer, president, it is covered by insurance, he said. The fire was discovered at midnight. A blinding snowstorm hindered firemen in their fight.

Many valuable patterns and equipment used in making castings were destroyed. Plans are already being made to rebuild at once.

About 100 men are temporarily thrown out of employment. Part of these will be taken to Marshall today, where the company operates another factory, and they will seek to supply rush orders.

FIELD BODY CORPORATION MAY YET PAY ITS DEBTS

Flint, Mich., Oct. 28.—The Grand Rapids Trust Company, recently appointed temporary receiver for the Field Body Corporation of Owosso, hopes to put the corporation back on a paying basis and to pay off all liabilities, said C. S. Eckfield, a representative of the trust company, after a trip to Owosso to inventory the assets of the company. The plant is still in operation.

SHOW DATES SET

Sioux Falls, S. D., Oct. 28 (U. T. P. S.).—Dates for the annual Sioux Falls Auto Show next spring were fixed at a regular meeting of the Sioux Falls Automobile Association. The week of March 21 was chosen for the 1926 show, and the actual dates will probably be March 23, 24, 25 and 26.

In This Issue

- General Motors earnings set a new mark. Page 1.
- Motorists to spend \$700,000,000 for replacement parts in 1925. Page 1.
- Fire partially destroys Flint foundry. Page 1.
- Philadelphia Rapid Transit and Yellow Taxi deal talked of. Page 2.
- Higher speed limits advocated. Page 2.
- Pennsylvania dealers concerned over used car situation. Page 3.
- Time payment report from Charlotte, N. C. Page 4.
- Financial news. Page 5.
- Henry Ford in week's patent list. Page 6.
- Florida big bus market. Page 8.
- September truck production sets record. Page 10.
- Magazine features. Page 11.

"Comparison of the earnings," says President Alfred P. Sloan, Jr., "with previous years indicates that this establishes a new record for the third quarter and for the nine months. The third quarter is substantially the same as the second quarter of the current year which in turn resulted in the biggest earnings of any quarter of the history of the corporation. This has been accomplished in face of the fact that the corporation introduced its current series of cars in August."

"Production in July and August was therefore very materially affected with profits correspondingly reduced. However, both sales and earnings for September were the largest of any month of any year in the history of the corporation. Furthermore, earnings for the nine months exceed those of any previous entire year."

"All divisions are operating at capacity and our dealers are accumulating very little stock. As a matter of fact, unsold stock in the territory is very materially below the corresponding period of last year and is actually subnormal. We feel that all this is due to the splendid reception given our current series of cars announced in August, as well as the excellent business the motor car industry as a whole is enjoying."

"General Motors is not planning any increase in plant capacity of any great moment. As will be noted from our statement, our plant investment after depreciation, as of September 30, 1925, is actually less than the corresponding item as of December 31, 1924. While it is

(Continued on Page 5)

Jordan Purchase Rumor Is Denied

Cleveland, Oct. 28.—Following Jordan Motors' 15-point rise in the market to 50%, which is within three points of the year's top, are reports that control of the Jordan Company is being sought by other automobile interests.

It is understood that a large manufacturer recently approached Jordan with a flattering offer for control of the company.

Mr. Jordan last night, while admitting that overtures had been made to the Jordan company, said that they had been declined. He also scoffed at a rumor that buying of stock with the hope of gaining control in the open market was taking place.

"Present buying of Jordan stock, he declared, is being done by individuals close to the company."

Mr. Jordan states his organization has 5,000 orders ahead and the dealers are swamped with wholesale and retail demand, and that prospects for a good year are gratifying.

Favors 35-Mile Limit In City; 50 in Country

Special from A. D. N. Detroit Bureau

DETROIT, Oct. 28.—Barney Everitt, pioneer automobile manufacturer and president and general manager of Rickenbacker Motor Company, calls Detroit a "slow" town because of what he regards as the archaic traffic regulations restricting the speed of motor vehicles.

He believes that speeding up the traffic, as is being done in the city of Washington, where thirty-five miles is the maximum and in Kansas, where a speed of sixty miles an hour on the country roads is now lawful, offers a means of better traffic conditions and lowering the accident and death rate.

"In a reactionary spasm, a year or so ago," says Mr. Everitt, "Detroit tried slowing down traffic on boulevards and streets to twenty miles an hour. Why, the streets were so densely crowded by the thousands of slow-moving cars that it was work rather than pleasure to drive. A car became of little use as a saver of time and, as for the safety of the pedestrian, it was actually lessened."

"Finally, the tension was released. Nothing was said about it officially, but we were all placed in the position which all citizens who own motor cars now occupy, namely, that of law-breakers. Everybody began to drive again at thirty. When car speeds increased, crossing the streets became comparatively safe for pedestrians. Speeded the cars up to thirty-five and there will be less congestion. Let people drive fifty, and there would be none."

"We still believe—some of us—that accidents are due to speed, when all the evidence shows that they are due to carelessness, and that the speed of the vehicle has little to do with them. When a man drives fast he is alert—his every sense is keenly alive. Pedestrians, too, look out for the fast car, but they often step directly in the path of the slow one. They more frequently miscalculate the speed of a slow-moving car and its driver cannot stop in time. A car going ten miles an hour will do just as much damage to a pedestrian as one going fifty."

"Bar the slow-moving vehicles from the busy streets. Regulate trucks and taxis—hold them down, because their drivers seldom own the cars they drive, and have little or no sense of responsibility. Hurry up all other cars."

"My suggestion for the present is a 35-mile limit in city streets, 40 for boulevards, and not less than 50 for country roads."

"That is too slow, but for the time being or until folks come to realize that speed does not necessarily mean danger, it will suffice to relieve congestion. There will seem to be only about half as many cars on the street as we now have. And it will not be seeming, it will be a fact. A car going twice as fast is on the street only half as long. It arrives at its destination and is parked out of the way."

"Of course, when we get twice as many cars as we now have—and that will be soon—we shall have to speed it up again."

SEPT. KISSEL CAR SALES CONTINUE HIGH IN WIS.

Hartford, Wis., Oct. 28.—According to Wisconsin motor car registration for September, Kissel again ranked second among manufacturers making cars only at \$1,500 or more. This is the third consecutive month that Kissel has retained this position, but judging from sales reported so far this month, October will most likely see Kissel on top.

It is reported that their sales are showing a marked improvement in all sections with indications that the last three months' sales will exceed the 305 per cent. sales gain shown the first nine months over the corresponding period of last year.

FIRESTONE PARTY SOON TO LEAVE

Personnel Picked; 20
Engineers Chosen From
1,000 Applicants

AKRON, O., Oct. 28.—William H. Johnson, the advance agent in the \$100,000 project of Harvey Firestone for growing rubber in Liberia, set sail for Africa from New York last Saturday.

He will stop en route at the London office of the Firestone Tire and Rubber Company to confer with the officials there. He will then continue to Liberia, after making arrangements for a picked group of engineers who will leave the first part of November.

Mr. Johnson was chosen as advance agent, as he has had considerable experience in the crude rubber interests in Liberia for Firestone, and is familiar with the country.

The men leaving next month will be composed of sixteen American and four British engineers picked from a list of applicants that was well over a thousand in number.

Among the Akron personnel will be:

Ross Wilson, a graduate of the engineering department of Akron University, formerly employed as assistant engineer at the local office of the B. & O. Railway.

Warren Brocket, formerly employed in the cost department of the B. F. Goodrich Company.

C. H. Holcomb, an employee at Firestone.

According to reports, members of the first expedition will be required to stay in Liberia for eighteen months. They will receive salaries ranging from \$350 to \$500 a month, one-half of which will be deposited to their credit in local banks and the other half to be paid them in Liberia.

Upon returning to America, after staying the required amount of time, they will get a three months' vacation with pay, according to present reports. If they return before their time is up they will have to pay their own transportation, which will amount to about \$400.

M. A. Cheek, who for seventeen years has acted as purchasing agent for Firestone of crude rubber in Singapore, and who was largely instrumental in putting the Liberian deal through, will probably not leave for Africa until the first of the year.

It is the Firestone plan to divide the Liberian colony up into twenty settlements, each of which will have its own hospital, stores, engineers, builders, architects, soil experts and doctors.

Each of the engineers will probably be put in charge of a gang of natives and their work and discipline will be closely watched and checked up. Persons showing unusual executive powers and ability of handling men will be placed in charge of larger gangs and gradually promoted to the position of supervisors.

The first group of engineers will probably not arrive in Liberia until Christmas, as it will make stops along the way.

Today's Standing in the Time Payment Poll

BALLOTS received to date from automotive dealers expressing their opinion as to what the maximum down payment should be and the maximum time for complete payments:—

	No. Votes.
One-quarter of purchase price.....	101
One-third of purchase price.....	101
Eight months.....	101
Ten months.....	101
Twelve months.....	101
Eighteen months.....	101

Average per cent. of sales in which a used car is taken to cover first down payment, 35.

Great Britain to Have Reo League

London, Oct. 28 (U. T. P. S.).—The Reo concessionaires in Great Britain and Ireland, Harris & Hasell, Ltd., Bristol, are instituting a Reo Drivers' League with a view to securing closer co-operation between Reo owners and drivers. On joining the league each driver is covered by a free insurance policy that allows \$500 to a dependent in the event of the driver's death while handling a Reo. Operation hints will be periodically circulated. The slogan adopted by the league is "Service without Swank," while a bureau is to be established where all inquiries will be given the fullest attention.

Record Shipload of 525 Cars at Toledo

Toledo, O., Oct. 28.—The record for shipment of automobiles by boat from Toledo was broken again today when the steamer Penobscot of the Nicholson Universal Steamship Company took out a cargo of 525 motor cars from the Willys-Overland factory, bound for distributors at Milwaukee and Chicago. Two months ago the Overland set a lake shipping record when 450 autos were shipped to the same consignees.

The Penobscot is the largest boat in the world exclusively carrying automobiles. Cars were loaded at a rate of one a minute by two large double winches fore and aft. Capt. R. M. Leonard was in charge of the vessel, which is 500 feet long with a 45-foot beam. Indications are that production at the factory here will amount to 21,000 cars for October. This is double last year's schedule. Orders for more than 15,000 are on hand for November, indicating production next month may reach 18,000 cars.

Nash Predicts No Winter Slackening

Omaha, Neb., Oct. 28.—Charles W. Nash, president of the Nash Motor Company, stopped a few hours here en route home from a two weeks' hunting trip in northern Nebraska plains.

Mr. Nash visited the local distributing plant and expressed confidence the auto trade would not slacken this winter, pointing out that farmers he had visited while hunting planned to use their cars throughout the winter because of the large amount of road surfacing that has been done this year.

He left here for Kenosha, Wis., saying he planned to get back to active work after enjoying successful hunting trip during which he shot many ducks.

NEBRASKA BUS MEN FACING PROSECUTION

Lincoln, Neb., Oct. 28.—Opening a campaign against bus line operators who are not observing state regulations, the attorney general today filed suit for permanent injunction against William Maurier and Paul Ashton, operators of the bus line between Lincoln and Nebraska City, alleging they failed to furnish proper indemnity bond. The attorney general indicated he would file other suits against bus operators immediately.

TO TRY FOR NEW AIRPLANE RECORD

Detroit, Oct. 28.—A new non-stop transcontinental airplane



E. S. Evans

flight is proposed by E. S. Evans, a Detroit investment banker, who says he is prepared to finance such a flight.

The plan, so far as it has gone, calls for the utilization of a Fokker transport airplane, equipped with three 200 horsepower Wright air-cooled engines. Mr. Evans says that one of the pilots he has in mind for the flight is Leigh Wade, one of the 'round-the-world fliers, and for a partner Linton S. Wells, who was a stow-away on part of that famous journey.

In 1923, it will be remembered, MacReady and Kelly crossed the continent in an airplane in 26 hours, 42 minutes. Mr. Evans is out to establish a lower record for a flight without a landing.

"The plane will be loaned by Anthony Fokker," says Mr. Evans. "It will be one of the 3-F-7 type, with a capacity of ten passengers. The plane can carry 5,000 pounds and sustain a speed of 120 miles per hour. Only the two pilots will be carried."

TACOMA DEALERS PLAN AUTO SHOW FOR DECEMBER

Tacoma, Wash., Oct. 28.—Tacoma automobile dealers will hold an automobile show featuring closed models at the Hotel Winthrop here, December 3, 4 and 5, according to a decision reached at a meeting of dealers here yesterday.

Studebaker Building More Detroit Service Stations

Special from A. D. N. Detroit Bureau

Detroit, Oct. 28.—The Detroit factory branch of the Studebaker Corporation of America will shortly open two new service stations in the Detroit district. These new stations will be in addition to two others just recently opened and will increase the number operated to five.

The two new buildings under construction are at Roosevelt Street and Grand River Avenue, Detroit, and Woodward Avenue and Cortland Street, Highland Park. The addition to floor space for service use when these buildings are occupied will be 67,000 square feet. The cost is estimated at \$250,000, including equipment.

At 3440 East Jefferson Ave. the Studebaker Corporation recently opened a new service station with floor space of 27,000 square feet. The fourth station, now occupied, is at Brush and Superior Streets and is being used entirely for the servicing of used cars under the new Studebaker used car sale plan. The

PHILADELPHIA R. T. SEEKING YELLOW TAXI, IS REPORT

Sum Approximating
\$3,000,000 Said to
Be Involved

NEW YORK, Oct. 28.—Sale by the Yellow Taxi Corporation of New York of its entire holdings of capital stock in Yellow Taxi Company of Philadelphia to the Philadelphia Rapid Transit Company is reported to be in negotiation. A sum approximating \$3,000,000 is said to be involved.

Yellow Taxi of Philadelphia controls the cab system in that city, operating about 900 cabs. Reports that the Mitten interests were negotiating for control of this system followed closely on statements at the recent convention of the Electric Railway Association at Atlantic City by a representative of the Mitten interests, pointing out the necessity for street railway control of motorized urban passenger carrying facilities.

Philadelphia Rapid Transit was one of the first traction companies to recognize the growing importance of the motor bus in city transportation. Its entry into the taxicab field would be closely followed by other traction interests.

Another significant bearing of this development would be its relation to General Motors Corporation. General Motors recently acquired control of the Yellow Cab Manufacturing Company in Chicago. The only relation between the New York and Philadelphia Yellow Taxi companies and the Chicago Company is of a contractual nature, whereby the former companies purchase their equipment.

It is believed that the entry of Philadelphia Rapid Transit Company into the taxi business would result in a greatly enlarged market for this type of motor vehicle. Such development would eventually accrue to the benefit of General Motors, it is said.

PURCHASE POLICE CARS

Los Angeles, Cal., Oct. 28.—The Los Angeles Police Department has just purchased fifty new Dodge Brothers cars for use in the department. This last purchase has brought the roll of Dodge automobiles of the local department to 124.

SALES HIGH IN BOSTON; SLOW IN CANTON, O.

BOSTON, Oct. 28 (U. T. P. S.).—October has been a remarkably good month thus far for the sale of new automobiles. It is the best October on record in this section of the country.

Three forces have combined to make business good in selling passenger cars and trucks. These were splendid motoring weather, almost perfect industrial conditions and a demand for cars of all makes stimulated by snappy new models, price cuts and heavy advertising campaigns by the manufacturers as well as distributors and agents.

The October demand for passenger cars has been almost wholly for the closed types. High priced cars sold better than they have at this season in past years, but the heavy demand of buyers was for medium and low priced machines.

Hudson-Essex seems to have led the field, with Chevrolet a close second. Dealers report that there was a rush of business following the announcement of every price cut by manufacturers. Fords kept up, and probably the Ford dealers booked more spring deliveries than any other.

The Locomobile Jr. Eight has picked up a lot of friends lately here. The visit of Mr. Durant to New England and the splendid showing of the Locomobile entry at Rockingham Speedway has started talk about the car that has helped. Another car that Boston is taking kindly to is the Davis. T. A. Winslow, who is handling this car, reports that thus far October has been the best three weeks since he took the dealership last March.

An indication of the prosperity of the automobile trade is the announcement the past week of two large firms taking new building leases with much larger space than before. One of these is Coombs & McBeath, authorized Ford dealers, who have moved from their Beacon Street place to a big new and greatly enlarged headquarters in Kenmore Square.

The F. A. Hinchcliffe Motor Car Company, distributor of the Jordan, during the week signed a lease for the entire building at 1040-1048 Commonwealth Ave., in the automotive district. Alterations will be commenced this week that will cost approximately \$70,000.

While used cars are selling well, the flood of open cars traded in for new closed models has resulted in most dealers carrying a surplus of these open type used cars on their hands and not enough of the closed models.

BEAVER, PA.

Beaver, Pa., Oct. 28.—The week's records of new car sales showed very spotty, with business on the whole quiet, which may be mostly accounted for by the wet weather conditions.

Chevrolet sales maintained a good volume, Snyder Brothers & Baker, Inc., booking ahead on closed models, particularly the coach. Factory shipments are considerably behind on these closed models; open models are remaining on floor unsold.

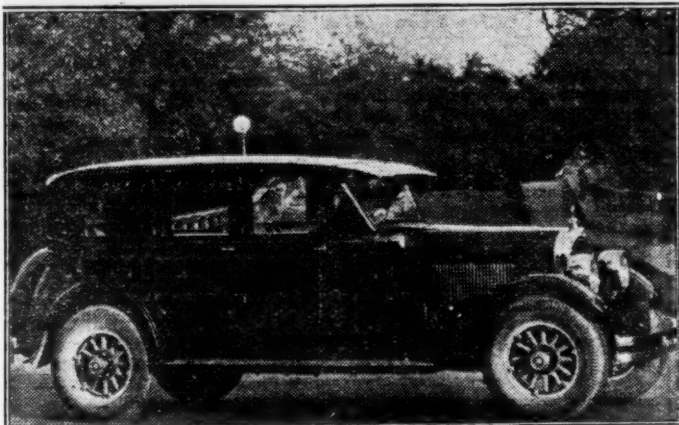
Hupmobile sales received a spurt, due to the recent factory announcement on the new six. Hudson and Essex received a slight impetus also as a result of the drop in prices. Most other car sales show a lagging tendency.

CANTON, O.

Canton, O., Oct. 28.—After a very satisfactory summer, automobile buying in Canton and district is showing a steady decline, and from all indications the market will continue slack until after the first of the year.

While industrial conditions are somewhat improved, and most of the unemployment has been ab-

NEW MARMON SEVEN-PASSENGER SEDAN DE LUXE—Many refinements and structural improvements have been added to Marmon's new models.



Distributor Doings

CHRYSLER ASSEMBLY

Dallas, Tex., Oct. 28.—One hundred Chrysler dealers from all parts of the Dallas territory assembled in Dallas to meet J. W. Frazer, director of sales of the Chrysler Sales Corporation, and B. E. Hutchinson, vice-president. The visiting dealers and factory officials were the guests of William Morris, Chrysler distributor.

HANDLING PEERLESS

Rochester, N. Y., Oct. 28.—C. W. Giles, identified with the automobile business here during the past six years, has taken over the distributorship for the Peerless six and eight.

SALES CONGRESS

San Antonio, Tex., Oct. 28 (U. T. P. S.).—C. A. Vane, general manager of the National Automobile Dealers' Association, will conduct a sales congress to be held here Nov. 12 for the benefit of automobile distributors and dealers of San Antonio and southwest Texas. Among the subjects to be discussed will be the sale of new and second-hand cars, more profits for the dealer and other topics of equal interest.

FORD SHIPMENTS

Tampico, Mex., Oct. 28 (U. T. P. S.).—Two shipments of new model Ford cars, one of 65 and the other of 60 cars, have just been received by Universal Motors, S. A., of Tampico, local distributors. When first placed on exhibition here the new cars attracted great attention, thousands of Mexicans and Americans crowding the street in front of the show windows. One American oil company here took nineteen of the new Fords, and all the others have been sold, it is stated.

sorbed, there still is a tendency on the part of the average prospective car buyer to await developments in the automotive industry, believing with happenings of the past month that most every car will cut its price before the lapse of another month or two.

Chevrolet dealers in this territory say sales are slow for the present, due to the presence on the market of new cars near its class, which at this time are holding interest. Oakland distributors are discouraged, due to inability to get cars.

The Ford situation remains unchanged, all three distributors here claim buying has been brisk, especially in the coupe and sedan models, but deliveries are weeks behind.

Announcement of the advent of the new G. M. C. car has caused much interest in local automobile circles and its coming is being eagerly awaited.

Hudson and Essex sales have not been affected by the apparent lull in local buying circles, for the recent cut of \$25 on the Essex has been a big boon to business right at this time, James Schlemmer, local dealer, claims.

NEW STAR PROMOTIONS ANNOUNCED BY CURTIS

Los Angeles, Cal., Oct. 28.—Four more men have been promoted by the Star Motor Car Company's factory branch here, according to an announcement made by W. H. Curtis, director of sales of Durant Motor Company of California.

The men promoted and the positions which they will hold are as follows: Ralph Wheeler, sales manager of the Hollywood branch, Star Motor Company; Bob Whyers, assistant manager sales department, Hollywood branch; Roy Gundermann, sales manager of a new downtown Star branch soon to be opened; Joe Martin, factory representative of the Durant Motor Company of California, southern territory.

AUBURN DISTRIBUTORS

Dallas, Tex., Oct. 27 (U. T. P. S.).—The Auburn-Dallas Company, formed for the distribution of Auburn automobiles in Dallas and territory, was announced this week.

Penn. Dealers Disturbed Over Used Car Situation

Special to the Automotive Daily News

HARRISBURG, Pa., Oct. 28.—Automotive merchants throughout the central portion of Pennsylvania are not only giving much thought to the used-car situation, but many of them are spending sleepless nights and long days in an effort to find a solution to the problem which is daily becoming more serious.

Probably more than half of the dealers in Harrisburg have practically ceased trading. This applies to those of the trade who happen to be dealing in the better known and more popular lines.

Not only is the situation acute in Harrisburg, but in Lancaster, Coatesville and other nearby centers it has reached almost alarming proportions. Of prospective buyers for new cars there are plenty, but each has an old model to dispose of and an exaggerated idea of its value or the amount he can induce the dealer to allow for it.

For the past two months used cars have not been moving in anything like a proper proportion to new ones, and the result is that the used car department of practically every dealer is filled to overflowing with old cars on which he appears to have little chance of realizing anything like cost. This is in addition to the extensive graveyards that face the highways in this vicinity.

To any one who has an interest, either commercial or sentimental, in the motor car, these graveyards are appalling. They cover acres of ground and con-

tain the wrecks of thousands of motor cars of two, three and more years ago, and to this accumulation more are being added daily.

One dealer, who handles a low priced car, in speaking of the situation frankly admitted that it was beyond him. "I have practically quit trading," he said, "and the only exchanges I make are cars which I can obtain for \$75 or less. That is the limit to which I will go, and when I get one of the vintage that can be obtained at that price I call in a junk dealer, extract a solemn promise from him that he will wreck it to such an extent that it cannot possibly be returned to service and let him have it at the best price he will give."

"This is usually from \$15 to \$25 with about a \$30 top. This means that I take a loss on my rightful profit of from \$40 to \$60 on every deal I make. Of course I cannot afford it, but what am I going to do? It is either that or go out of business entirely."

Another dealer in the same vicinity takes an opposite view. "I am not worrying so much about the small cars," he said, "for every one nowadays appears to be buying small cars. It is big ones that cause me grief. What am I going to do with them? How can I make a man who paid from \$3,000 to \$6,000 for a car year or two ago understand I cannot allow him as many dollars for it today?"

Some dealers are clamoring central appraisal bureaus.

The feeling is practically unanimous that unless some solution can be found in the near future a large crop of new "angels" will be required in the spring to fill the gaps in the dealers' organizations that will be made by the high mortality rate of the coming winter.

for Economical Transportation



Thousands of people, who could not otherwise buy a car, have become happy owners of a Chevrolet by paying small amounts on a Chevrolet 6% Purchase Certificate.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring\$525

Coupe\$675

Commercial Chassis\$425

Coach695

Express Truck Chassis.. 550

Roadster 525

Sedan 775

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,
Treasurer; Alexander Johnston, Secretary.

THURSDAY, OCTOBER 29, 1925

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Tax Relief in Sight

ANY one who sat through the hearings of the Ways and Means Committee in Washington last Saturday and Monday, carried away with him a definite feeling that this powerful committee of the House of Representatives was entirely favorable to the plea of the automotive industry for relief from the burdensome excise taxes on motor products. The chairman of the committee, Mr. Green of Iowa, the ranking Democratic member, Mr. Garner of Texas, were both frank in saying that the committee would like to eliminate all excise taxes of this character. Sentiment against this form of taxation seemed to be general.

BUT, side by side with this prevailing sentiment was the question, "Can you show us how to do it?"

In other words, the committee which originates all legislation relative to the raising of Federal funds and relief of tax burdens, acknowledges the injustice of the present excise taxes, but waits to be shown the method of relief that will still leave the Federal government sufficient funds upon which to conduct its affairs.

In the final analysis the whole problem simmers down to a conflict between strict justice and expediency.

For the automobile manufacturers, George Graham, vice-president of the Chandler Motor Car Company, presented a masterly plea for tax relief. His arguments left no question of the justice of the industry's demands. Backing up the industry's plea for relief, Oscar Brown of Syracuse, representing the 750,000 members of the American Automobile Association's allied clubs, gave the committee a chance to gauge the sentiments of the individual car owners. The various branches of the industry, parts, accessories, tires, etc., were ably represented and the presentation as a whole made a complete and convincing argument for relief.

It is a risky matter predicting exactly what any given Congress will do, but all present signs point toward tax relief, if not elimination, this year. If expediency wins and part of the automotive taxes are retained until next year, it will probably be with some definite promise of elimination at some definite future date. But the fight for complete elimination of the taxes this year is by no means lost and will go on with unabated ardor.

Here's the opinion ballot below. Please tear it out, check your opinions and mail it to us today!

Editorial Department, Automotive Daily News,
25 City Hall Place, New York City.

Gentlemen: In response to your inquiry we believe that the following method is the most satisfactory in making sales under the deferred payment plan:—

The cash payment should be:—

One-quarter of the purchase price..... ☐ Yes. ☐ No.
One-third of the purchase price..... ☐ Yes. ☐ No.
The maximum period allowed for completing the payments should be:—
Eight months ☐ Yes. ☐ No.
Ten months ☐ Yes. ☐ No.
Twelve months ☐ Yes. ☐ No.
Eighteen months ☐ Yes. ☐ No.
Do you favor an even longer period..... ☐ Yes. ☐ No.
What per cent. of new car sales are made with a used car taken to cover the first down payment?.....

Firm name

Address

Individual

Result of balloting to date will be found on Page 2.

Sales Scents

Joe O'Rourke is a retail salesman of the Pierce-Arrow Sales Company, Buffalo.

Joe knows how to sell, and he has some pronounced ideas on the subject that will be worth reading by any one having to do with selling.

Here are some of his methods:—
The surest way I know not to get prospects is to stand around the salesroom and wait for them to come in.

The best way I know of to get 'em is to go round to the people you have delivered cars to in the past.

Have them give you the names of people to whom they have bragged about their cars, friends they would like to have you sell a car to. And especially those whom they have had out riding.

Then go to these prospects and demonstrate the car to them.

Get your prospect behind a wheel—show him what you have and don't be impatient—stay with him all day if he likes it.

Of course, not all of them will buy, but in the long run the salesman who demonstrates patiently to the most people will sell the most cars.

No time is too long with a prospect if you get the order.

After you start out with him, stay with him till you get the order even if you have to pitch a tent on his veranda and sleep there all night.

One trouble with the automobile business is that we have too many "Mexican" salesmen—I mean the "manana" kind that are always putting off until tomorrow seeing the prospect that should be seen today.

The time to see a prospect is when he is warm.

Every salesman knows that courtesy is a big factor.

It doesn't cost anything, but it gets a fellow a lot to be just plain decent.

If the kids ask for one of your expensive catalogues, give it to them—they'll be the buyers of tomorrow and their parents will appreciate your courtesy.

In the case of Pierce-Arrow, we make a lot of the quality and wearing ability of our car.

I took an Italian who was a tough prospect down to the business section and showed him all the old Pierce-Arrows of very ancient makes now employed in the taxi business.

There they were, real old-timers, but still running twenty-four hours a day with the most wearing type of drivers.

He was impressed and paid about a thousand more than he had expected to spend.

With the right kind of a car, you can work on a man's pride.

I took the president of a local business men's association out to the picnic of his organization; and believe me, after we got there I lost no chance to spread the impression that he had practically decided to buy a Pierce-Arrow.

His fellow members began congratulating him, and from that time on he would have been ashamed not to buy it.

TO START ROAD WORK

Raleigh, N. C., Oct. 28.—Construction on the twenty-five miles of concrete road that will complete the system of state highways in this county will be started in a few weeks. Three projects, which will cost approximately \$1,300,000, are included in the program.

Charlotte, N. C. Dealers For One Year Pay Plan

This is the seventh of a series of reports giving expressions of dealers in all parts of the country on further extension of time in which automobiles may be paid for.

CHARLOTTE, N. C., Oct. 28.—Existing schedules of automobile financing companies for time payments (automobiles are proving satisfactory in this territory according to views of leading automobile dealers and distributors, obtained in a survey for Automotive Daily News

The time payment plan is a necessity if the present volume of new car sales is to be maintained. There was absolutely no variation of dealer opinion in this regard. Likewise, the dealers appeared to be unanimous in their opinion that the present schedules are sufficiently liberal.

Some complaint was registered against the charges required by the financing companies, and reports indicated the financing companies are showing a disposition to relax their requirements. The opinion was expressed that a charge of approximately 6 per cent. will prevail within the course of a relatively few months, and some of the companies already have reduced their charges close to that figure, it was explained.

One of the chief objections to

a further extension of time for partial payments in new cars was based on the fear of further complications incident to the sale of cars possessed by the financing companies after failure of purchasers to make the stipulated payments. It was argued that the man financially able to buy an automobile at all should be able to pay for it in not longer than twelve months from date of purchase. Requiring only a small cash payment on an automobile would sharply increase sales for a time, it was admitted, but doubt was expressed that the transactions would be permanently profitable, as it is figured that important disturbances of the market later would result from the resale of a large percentage of those cars so sold.

BRITISH ENGINEERS SET BRASS STANDARD

London, Oct. 28.—The British Engineering Standards Association has issued specifications for brass suitable for die and hand forging. Many of the minor parts, which in America are made out of die castings, are made of forged or compressed brass in Europe.

The B. E. S. A. standards call for alloys to contain a minimum of 25 per cent. copper and to be possessed of a 20 tons square inch minimum tensile strength, with 25 per cent. minimum elongation.

MISSOURI HAS HUGE ROAD PROGRAM GOING

Jefferson City, Mo., Oct. 28.—Missouri's road building program, claimed by the State Highway Department to be the most extensive and the largest of any state in the union, had reached a total of 5,405 miles of completed road by the first of the month, with 1,101 miles additional contracted for, representing a total outlay of \$67,997,685.

The program was begun in September, 1922, after the legislature had authorized a \$60,000,000 bond issue for completion of 7,600 miles of paving.

Coming Automotive Events

OCTOBER

- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salon de la Grèce, First Annual Sample Fair.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department Building Show.
- 21-31—Boston, American Welding Society.
- 24-Nov. 8—Shreveport, La. Auto Show at State Fair.
- 20-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 17-19—St. Louis, Mo. National Automobile Dealers' Association meeting.
- 28-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

NOVEMBER

- 6—New Orleans, La. National Automobile Dealers' Association, Sales Congress.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 9-10—Chicago, Ill. Society of Automotive Engineers, service engineering meeting, Hotel La Salle.
- 9-10—Chicago, Ill. service engineering meeting, S. A. E., Hotel La Salle.
- 9-14—Chicago. Convention and Show, Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 11-12—Washington, D. C., meeting rooms, Department of Commerce, Motor Truck Industries.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting, Benjamin Franklin Hotel.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.
- 16-18—Chicago, Ill. National Standard Parts Association Show.
- 16-21—Detroit, Mich. First National Motor Bus Show.
- 17-18—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.
- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.

DECEMBER

- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

JANUARY

- 9-16—Philadelphia Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner, Hotel Astor.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 20-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 26—American Road Builders' Association, Good Roads Week.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.

FEBRUARY

- 1-6—Chicago. Chicago National Show.

G. M. Total Assets Climb to \$676,861,449

Cash in Hand on Sept. 30 Shown to Be \$110,753,219

(Continued from page 1)

contrary to the corporation's policy to make any forecasts as to the future, as things look at this time we expect to be able to maintain very satisfactory schedules during the winter."

The company shows total assets on September 30, 1925, of \$676,861,449, comparing with \$592,570,918 on December 31, 1924. The cash on hand and in banks on Septem-

ber 30 was \$110,753,219, against \$88,059,016 on December 31, 1924. Total current and working assets on September 30 were \$277,136,233, against \$208,179,254 on December 31, 1924. The capital stock was unchanged between the two comparative dates.

The condensed consolidated income account for the nine months ended September 30, compares as follows:—

	1925	1924
Sales of cars and trucks—Units—		
Retail deliveries by dealers to users	624,589	544,551
General Motors sales to dealers	611,367	494,231
Net sales—value—	\$623,409,937	\$454,762,305
Profit from operations and investments, after all expenses, plants and equipment	105,345,174	58,175,737
Incident thereto, but before depreciation of real estate	12,900,299	12,269,728
Provision for depreciation of real estate, plants and equipment	12,900,299	12,269,728
Net profit from operations and investment	\$92,444,875	\$45,906,009
Less: Provision for:		
Employees' bonus	3,170,000	804,000
Amount due Managers Securities Company	2,170,000	804,000
Employees' savings and investment fund	1,677,024	1,478,196
Special payment to employees under stock subscription plan	17,190	
Interest on notes payable	282,336	
	\$8,034,214	\$3,368,532
Less: Provision for United States and foreign income taxes	\$84,410,661	\$42,537,477
	9,665,000	4,750,000
Net income	\$74,745,661	\$37,787,477
General Motors Corporation proportion of net income	\$74,745,661	\$37,787,477
Seven per cent preferred stock dividends	6,485,923	2,950,689
Six per cent preferred stock dividends	102,637	570,895
Six per cent debenture stock dividends	142,134	1,846,177
	\$5,729,794	\$5,367,761
Amount earned on common stock	\$68,514,172	\$32,048,652
Surplus at the beginning of the period	\$82,110,929	\$120,699,300
General Motors Corporation proportion of net income, as per income account	74,745,661	37,787,477
Deduct: Surplus capitalized in connection with the issuance of new common stock		51,615,993
Capital surplus arising through exchange of 6 per cent debenture and 6 per cent preferred stock for 7 per cent preferred stock	255,170	4,750,490
This amount transferred to reserve for sundry contingencies by order of the board of directors	255,170	
Total	\$156,254,895	\$111,250,210
Less: Cash dividends paid on:		
Seven per cent preferred stock	\$5,485,923	\$2,950,689
Six per cent preferred stock	102,637	570,895
Six per cent debenture stock	142,134	1,846,177
	\$5,729,794	\$5,367,761
Common stock:		
March 12 (\$1.50 on 5,161,201 shares in 1925)	7,741,802	6,193,074
June 12 (\$1.50 on 5,161,248 shares in 1925)	7,741,872	6,193,091
September 12 (\$1.50 on 5,161,272 shares in 1925)	7,741,911	6,193,116
September 12 (\$1.00 extra on 5,161,272 shares in 1925)	5,161,272	
	\$28,386,857	\$18,579,281
Total dividends paid	\$34,116,651	\$23,947,042
Surplus at end of period	\$122,238,244	\$87,303,168

CHANGE GATE TAX

Budapest, Oct. 28.—All touring cars coming into the city limits are required to pay a "gate tax" varying with the weight of the car. A 4,500-pound car is charged a tax amounting to \$5. Under the new ruling this gate tax must be paid every time the city is entered. Fortunately, however, this tax does not apply to commercial vehicles, public services or taxis.

RADIO JOINS INDUSTRY

Dallas Tex., Oct. 28.—How the distribution of radio equipment is rapidly being taken over by automotive equipment and accessory houses was revealed here at the annual automobile show held in connection with the State Fair, of Texas. Of the fifteen equipment exhibits in the auto show, five included radio apparatus.

Current Commodity Prices

STEEL PRODUCTS	
Semi-Finished—Gross Tons	
Billets, re-rolling	\$25.00a36.00
Billets, forging	40.00a42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.25a 2.30
Black sheets	2.10a 2.20
Auto body	4.35a 4.40
Bands	2.40a 2.50
Cold rolled strip	2.75a 2.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic—	
Valleys	19.50a20.00
Eastern Pennsylvania	21.00a21.50
IRON AND STEEL SCRAP	
(Buying prices, f. o. b. New York)	
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a9.60
No. 1 cast scrap	16.00a17.00
MILL PRODUCTS	
Base prices, cents per pound, f. o. b. mill	
High brass sheets	19%a
Copper, in rolls	21%a
Zinc, spot, New York	9.00 a9.05
Lead, spot, New York	9.50 a9.60
Aluminum, virgin	95a99% 27 a 28
SEAMLESS TUBING	
High brass	\$24.00
Copper	\$25.00
RODS	
High brass (round % to 2% in.)	17%a
Copper rods, round	22%a
OLD METALS	
Following are dealers' buying and selling prices for large quantities f. o. b. cars, New York:	
Heavy machinery	9%a 9% 11%a11%
New brass clippings	9%a 9% 10%a10%
Auto radiators	7%a 7% 8%a 8%
Brass, heavy	7%a 7% 8%a 8%
Brass, light	6%a 6% 7%a 7%
Tea lead	5%a 5% 6%a 6%
Lead, heavy	6%a 6% 7%a 7%

Battery lead	4%a 4% 5%a 5%
Zinc scrap	3%a 4% 4%a 5%
RUBBER MARKET	
Plantations	Bid. Asked
First latex crepe, spot	\$0.92 \$1.00
November-December	95% 96%
January-March	88 89
Ribbed Smoked Sheets, spot	98 99
November-December	94% 95%
January-March	88 89
Para-Up-River, fine spot	94 95
do, coarse	— 66
Island, fine	— 88
SCRAP RUBBER	
Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 3	7 a 8
Tire, automobile, white on	\$60.00a70.00
Mixed auto tires	40.00a45.00
Reclaimed rubber—Tire reclaimed, 10c; shoe reclaimed, 10c; tube reclaimed, 18%.	
OIL AND GASOLINE	
MOTOR GASOLINE	
Garages (steel barrels)	— a 17
Up-State New York	17 a 18
Single tank cars, delivered, New York	12%aNom.
CRUDE PRICES AT WELLS	
EASTERN—	
Penn. grade oil	Penn. grade oil
In N.Y. Tran.	In Buckeye P.
Co. lines	Line Co. lines
Bradford District	Cabell
oil in Nat.	Corning
Tran.Co. lines	Somerset
Penn. grade oil	Somerset, light
in Nat. Tran.	Bagland
Co. lines	CENTRAL—
Gaines grade oil	Wootter
in Nat. Tran.	Lima
Co. lines	Indiana
Penn. grade oil	Princeton
in N.Y. Tran.	Illinois
Pipe lines	W. W. Pa.
Penn. grade oil	Plymouth
in Eureka P.	Canadian
Line Co. lines	3.00

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Change	
49% 13	1.00	19% 18%		Advance Rumely	1.00	19% 18%			
62% 47	200	60% 60%		Advance Rumely pf.	200	60% 60%			
18% 10	1.00	11% 10%		Alcoa	1.00	11% 10%			
95 71% 7	1.00	91% 90%		Allis-Chalmers	1.00	91% 90%			
108% 103% 7	1.00	108% 108%		Allis-Chalmers pf.	1.00	108% 108%			
64% 26% 7	1.20	35% 35%		Am. Bosch Magneto	1.20	35% 35%			
2 1	1.90	1% 1%		Am. Bosch Mag. rts.	1.90	1% 1%			
14% 11% 1	600	13% 13%		Am-La France	600	13% 13%			
44% 27 1.50	2,600	28% 28%		Briggs Motor Co.	2,600	28% 28%			
62 27% 3	3,000	43% 41%		Chandler Motor	3,000	43% 41%			
55 44% 4	1,800	52 51%		Chicago Yellow Cab	1,800	52 51%			
218 108% 8	22,200	23% 21%		Chrysler Motor	22,200	23% 21%			
109% 100% 8	1,100	110% 109%		Chrysler Motor pf. A.	1,100	110% 109%			
15% 8% 30	8,200	13% 13%		Continental Motors	8,200	13% 13%			
46% 21% 7	30,200	45% 43%		Dodge Bros. A.	30,200	45% 43%			
91% 73% 7	1,100	88% 88%		Dodge Bros. pf.	1,100	88% 88%			
71% 60% 4	1,500	79 69%		Electric Stor. Battery	1,500	79 69%			
26% 8	100	17 17		Emerson-Rand pf.	100	17 17			
120 60% 5	7,000	118% 115%		Fisher Body	7,000	118% 115%			
28% 10%	3,600	26% 25%		Fisk Rubber	3,600	26% 25%			
114% 15% 7	200	108% 108%		Fisk Rubber pf.	200	108% 108%			
33% 28% 2.50	4,000	38% 37%		Gabriel Snubber	4,000	38% 37%			
16% 4%	400	10% 10%		Garner Motors	400	10% 10%			
137 64% 7b	64,600	138 135%		General Motors	64,600	138 135%			
99% 88% 6	100	99 99		General Motors 6s deb.	100	99 99			
114% 102 7	2,200	113% 113%		General Motors 7s pf.	2,200	113% 113%			
26% 15% 1	2,200	25% 25%		Glidden Co.	2,200	25% 25%			
70% 36%	100	18% 18%		Goodrich Tire	100	18% 18%			
100% 92 7	200	100% 100%		Goodrich Tire pf.	200	100% 100%			
112% 86% 7	600	112% 111%		Goodyear Tire pf.	600	112% 111%			
47 30 3.50b	9,100	47% 45%		Hayes Wheel	9,100	47% 45%			
106 33% 3	52,100	104% 98%		Hudson Motor	52,100	104% 98%			
26% 14% 1	21,400	25 23%		Hupp Motor	21,400	25 23%			
24 13% 50	100	18% 18%		Indian Motorcycle	100	18% 18%			
59% 35% 3	19,200	56% 54%		Jordan Motor Car	19,200	56% 54%			
21% 12% 1	400	16% 16%		Kelly-Springfield	400	16% 16%			
114 87 6	1,800	112 108%		Kelsey Wheel	1,800	112 108%			
3% 1% 1	400	2% 2%		Keystone Tire	400	2% 2%			
228 117 1	400	16% 16%		Lee Rubber & Tire	400	16% 16%			
106% 99 7	14,300	23% 22%		Mack Trucks	14,300	23% 22%			
41% 22% 3	100	105% 105%		Mack Trucks 2d pf.	100	105% 105%			
44% 40% 3.60	13,200	41% 39%		Mocon Motors	13,200	41% 39%			
35 18 2	4,000	42% 41%		Motometer A	4,000	42% 41%			
21% 1% 1	4,000	33% 33%		Motor Wheel	4,000	33% 33%			
42% 2% 2.40d	100	17 17		Mullins Body	100	17 17			
488 193% 16b	500	470 462%		Murray Body	500	470 462%			
107 103% 7	200	103% 105%		Nash Motor pf.	200	103% 105%			
45% 15 2	50,900	45% 45%		Packard Motor Car	50,900	45% 45%			
32 17% 1.40	23,600	31 29%		Paige-Detroit Motor	23,600	31 29%			
45% 10% 1	26,300	43% 42%		Pierce-Arrow	26,300	43% 42%			
94 43 1	2,100	91% 90%		Pierce-Arrow pf.	2,100	91% 90%			
18 8 1	300	10% 10%		Reynolds Spring	300	10% 10%			
36% 15% 1	7,300	33% 31%		Spicer & Co.	7,300	33% 31%			
108 92 8	200	103 103		Spicer & Co. pf.	200	103 103			
84% 55 6b	1,200	82% 81%		Stewart-Warner Speed	1,200	82% 81%			
88% 61 6	1,600	89% 88		Stromberg Carburetor	1,600	89% 88			
56% 37% 4b	60,000	65% 63%		Studebaker	60,000	65% 63%			
80% 32% 8	8,200	55% 54%		Timken Roller Bear	8,200	55% 54%			
108% 92% 8	32,500	80% 77%		U. S. Rubber	32,500	80% 77%			
104% 57% 4	400	107 107		U. S. Rubber 1st pf.	400	107 107			
30% 9% 1	4,000	96% 93%		White Motor	4,000	96% 93%			
112% 72% 1	11,900	112% 111%		Willis-Overland	11,900	112% 111%			
32% 16 1	900	30% 29%		Willis-Overland pf.	900	30% 29%			
48% 22% 2.52	8,300	34% 32%		Yellow T. & C.	8,300	34% 32%			
100 90 1	600	97 96		Yellow T. & C. pf.	600	97 96			

NEW YORK CURB MARKET

16%	11%	Aero Supply B.....	200	13%	12	13	—	1%
26	19%	Cleveland Auto	4,000	25%	24%	24%	—	1%
21	Durant Motor	5,000	16%	15%	15%	—	1%
78	67	6	Electric Auto-Lite	200	76	74	74	—	1%
15	5%	Federal Motor Co.....	4,000	11%	11	11	—	1%
33%	30	1.20	Ford Motor	3,000	42%	41%	41%	+	2%
690	462	10	Ford Motor of Canada ..	14	622	601	622	—	1%
42%	16%	Franklin Mfg.	500	37%	37	37%	+	1%
96	76	7	Franklin Mfg. pf.....	25	91%	91%	91%	—	1%
49	24%	Goodyear Tire	5,000	46%	45	46%	+	1%
146	5	Intercon Rubber	500	14	12%	13%	—	1%
246	6	Milner Rubber	125	22%	22%	22%	+	1%
50	44%	Miller Rubber w.....	100	46	46	46	—	1%
24	16%	1.65	Reo Motors	6,100	24%	24	24%	—	1%
13%	4%	Republic M. Trucks ctf	7,500	13%	13	13%	—	1%
9	7%	Rickenbacker	2,100	8%	8%	8%	—	1%
12%	6	Stutz Motors	2,500	17%	17	17	—	1%
22	4%	U. S. Rubber	800	12%	12	12	—	1%
22	4	Yellow Taxi New York	600	12%	12	12	—	1%

NEW PASSENGER CAR REGISTRATIONS

Special from A. D. N. Washington Bureau
WASHINGTON, Oct. 28.

Today his name appears in the latest weekly list, snugly hidden away in the large batch of hopes that blossom in every inventor's heart. It simply says:—

The list of automotive patents follows:—

Air gauge, automatic, C. E. Bridges;

Air gauge, automatic, C. E. Bridges;
airplane, convertible, R. D. Thomas; air-
plane, helicopter, H. B. Hane; airplane
structure, all metal, F. E. Lody; air-
plane, light, B. E. Thomas; air-
ship, dirigible, H. C. Denturik; auto and
alarm switch, keyless, C. P. Chamberlin;
automobile brake, T. H. Sutherland; auto-
mobile bumper, O. Guidotti; automobile
bumper, M. H. Loughbridge; automobile
bumper, J. C. Macdonald; automobile cur-
rent meter, D. O. Bannon and J. C. Cur-
seon; automobile lift, F. Quinn; au-
to mobile lock, J. Menchen; automobile
motor, M. Sworaski; automobile machines,
signal for, M. M. Houston; automobile
radio, O. Macdonald; automobile sig-
nal device, B. Elliger and L. Lorenzi;
automobile, team, I. L. Scott.

Batteries; indicating device for storage, R. N. Chamberlain; batteries, making dry, B. H. Teitelbaum; batteries of wheeled vehicles, charging the storage, G. Eckman and A. W. Moore; battery, W. L. Wainwright and L. C. Ames; battery storage, J. Walker; brake, H. Ford; brake-rod mechanism for automobiles, auto-lev., L. T. Harrigan; brake, operating for trailers, A. L. Parrish; brake, making, M. DeFrance; carburetor, G. F. R. R. Carburetor, H. C. F. H. Langer; combustion engine, piston and bearing, E. J. Elsas; engine, E. Behringer and L. Hatch; engines, automatic, adjuster for wristpin, for automobile and gas, H. F. Edwards; engines, cooling system for internal combustion, J. V. Giesler; engines, cylinder head of internal combustion, V. Archoauff; engines, dashpot controlled valve for internal combustion, W. A. Edwards; engines, for internal combustion, H. Robertson; engines, oil feeder, for internal combustion, A. E. Nicholls; engines, parallel crank motion for radial, C. I. Preston; engines, piston for internal combustion, H. F. Joseph; engines, piston for internal combustion, H. H. Yung; engines, timing gear for locomotive, S. H. Hunter; engines, vent valve for, J. A. Charter.

Gasoline gauge, J. W. Dilley; gasoline level gauge, F. B. Newell; gear drive, I. Short; gear oiler, chain, A. H. Weaver; gear, vehicle spring, L. A. Morines and J. T. Brake, Jr.; gears, back, take up for, A. Beeton; gears, holder or support for brake, R. J. Strid; gears, machine for rolling, C. O. Gustavsen; gears, mounting for brake, S. J. Strid.

Headlight, H. Beaman; headlight, G. Cook; headlight, control mechanism for, E. B. Kaylor; headlight dimming and compensating means, electric, J. R. McFarlin and E. G. McAllister; headlight, dirigible, J. W. Dilley; headlight, mounting, headlight mounting, movable, F. L. Thompson.

Ignition, circuit breaker, A. D. T. Libby and S. C. McKeown; internal combustion engine, W. Lennon; internal combustion engine, S. McAllister; internal combustion engine, F. D. Shepherd; internal combustion engine, U. B. Earnshaw.

Licenses, etc., holder for, T. R. R. Lubricating system, A. Eichleberger; automotive system, P. Tarleton.

McCoy; luggage carrier, J. F. Whitehead.

Magneto, P. Brown and T. G. Louis; motor carriage body, C. W. A. Hanneböhn; motor mechanism, pneumatic, A. Gottschalk; oil gauge, C. H. Spaulding; oil pump, L. A. Crawford; oil tanks, insulation for, L. A. Baldwin; oil, treating wood tar, A. E. Mize.

Piston, S. Correll; piston, F. S. Painter; piston construction, L. M. Stummann; piston position indicator, J. Sandberg; piston ring, C. E. Johnson; piston ring, anti-lap, B. W. Traylor; piston, with adjustable ring, A. J. Miller; pump casing for gasoline dispensing, W. S. Townsend.

Radiator, J. L. Sweet; J. C. H. Rader; J. F. White; radiators, attachment for, C. C. Toellner; reflector for light projector, W. F. Morrison; rim lock, de-mountable, R. H. O'Brien; rim stretcher and for, J. C. Toellner; combined radiator and road sign, special mechanism for, J. H. Dalman.

shock absorber, C. W. Shartle, Jr.;
shock absorber, hydraulic, I. M. Laddon
and F. E. Flader; spark plug, terminal
type, J. E. Flader; spark plug, terminal
support, G. H. Beaumont and J. C. Monthine;
park retarder, automatic, F. C. Faure;
pneum. shift mechanism, variable, G. P.
Bosch; steering wheel means for adjust-
ment, J. G. Weldie.
Timing device T. J. Smulkin; tire, W.
Henhoff; tire and wheel protector, A. E.
Muller; tire-building machine, W. C.
Stevens; tire, tread, C. Cook; tire, tread,
C. O. Henderson; tire tread, P. E.
Vreton; tire tread, automobile, J. D. Com-
stock; tire valve attachment for dual tires,
J. D. Comstock; tire, vehicle, J. D. Com-
stock; tires, apparatus for making cushion,
L. M. Lambert; tires, manufacturing cushion,
L. M. Lambert; tires, rim for vehicle,
J. D. Comstock; tire, vehicle, J. D. Com-
stock; wheel, J. H. Wilson; tractor hitch, H. R.
Miles; tractor, line drive, H. M. Sweet;
tire brake, G. L. Knox; transmission,
transmission, G. L. Knox; truck, power
carrier; truck, power operated, dumping
wheel; valve for carburetors, auxiliary
D. Jeannies; valve for radiators, J. G.

[illegible]

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures are

	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chrysler	Cleveland	Davis	Dixie	Dodge	Durant	Esser	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissell	
Alabama				5			17	2			24		3		136				1					Alabama
Arizona		1		56	4	1	196	44	3		74	1	31	2	206		1		26	6	16			Arizona
Arkansas	8			83	3		252	41	3		112	1	51	11	485	2		1	19	8	5			Arkansas
California	57	7	27	914	98	87	3063	650	59	1	1148	27	1622	65	3060	50	26	2	998	159	398	35	15	California
Colorado			1	215	7	1	477	106	2		212	7	120	12	1037	3	11	1	57	12	38			Colorado
Connecticut	5		11	323	61	11	345	235	12	2	168	5	248	33	381	25	6	1	137	68	44	5	2	Connecticut
Delaware	1			66	8	1	51	11	2		9		29	2	77				18		3			Delaware
Florida			4	158	34	34	595	370	12		539	3	348	40	4076	20	5	2	197	184	102	66	4	Florida
Georgia	9			144	22		273	57			163		76	6	772	5			51	6	8			Georgia
Idaho	2	1		56	2		245	27			92	5	43		114	1			20	5	15			Idaho
Illinois	108	5	71	1151	120	22	1903	553	39	2	832	9	760	78	1831	26	12	12	387	138	176	34	14	Illinois
Indiana	49		43	479	36	6	965	343	21	7	379	5	507	16	1774	11	2	5	189	55	61	14	8	Indiana
Iowa	3		3	259	22	1	939	163	10		259	6	267	12	769		2	4	90	22	37			Iowa
Kansas	33			203	15		529	157	14		305	5	260	10	1208	4	8		123	36	19	1		Kansas
Kentucky	11	1	5	168	15	11	562	154	10		239	9	163	21	1261	11		2	97	22	37	8	1	Kentucky
Louisiana	7			98	3	3	244	82	7		162	1	47	17	363	5			41	10	6			Louisiana
Maine				46	3	3	67	21	2		14		24		133	5	1		16	3	2			Maine
Maryland	15		6	242	14	9	517	123	8	1	144	3	105	31	326	7	6		102	26	24	5		Maryland
Massachusetts	18	4	19	836	102	44	521	402	36	6	321	22	759	97	853	27	6	5	487	60	65	14	7	Massachusetts
Michigan	65	1	26	1886	177	14	2345	748	47	3	750	13	1467	145	3139	8	1	33	752	74	199	30	15	Michigan
Minnesota	15		4	490	28	7	1232	259	14		485	9	477	10	3544	8	41	11	190	94	104	9	14	Minnesota
Mississippi																								Mississippi
Missouri	33		15	381	50	26	1066	182	21		410	3	341	16	1484	7	17	2	153	51	40	2	1	Missouri
Montana				56	5	1	242	41	9		65	2	44	11	265	3	3		26	5	17			Montana
Nebraska	4		1	117	6	8	214	45	5		113		70	3	1129		1		18	10	14		1	Nebraska
Nevada																								Nevada
N. Hamp.			2	92	7	5	130	43	4		41		87	4	205	6			53	5	9			N. Hampshire
New Jersey																								New Jersey
N. Mexico				43	6		56	24			36		6	2	83	3			10	3	1			New Mexico
New York	20		32	1036	163	50	1648	620	60	12	515	7	730	58	1279	90	13	15	482	91	154	46	6	New York
N. Carolina				192	20		473	167	1		283	2	204	3	3153	3		1	173	14	6			N. Carolina
N. Dakota				125	1	1	383	83	1		76		81	1	491	1		1	29	2	14			N. Dakota
Ohio	12		42	579	62	56	1478	448	95	4	568	24	535	26	2852	30	14	11	222	49	85	30	7	Ohio
Oklahoma	7			205	24		991	119	8		361	2	179	4	2127	6	1		85	39	25			Oklahoma
Oregon	6		4	127	6	1	426	100	7		129	7	166	7	162	15	7	4	58	16	19	1		Oregon
Pennsylvania	48	2	50	1439	162	108	2339	892	132	4	879	31	802	105	1764	85	37	16	665	191	281	51	7	Pennsylvania
Rh. Island			4	103	15	5	68	103	9	2	73	1	77	14	125	12	4		50	9	12	5	1	Rhode Island
S. Carolina				41	3		111	31			77	2	49	3	1647	1			50	9	14			S. Carolina
S. Dakota				124	2	1	415	80	6		151	3	118	1	1867	1			43	32	33			S. Dakota
Texas	21		3	485	51	5	1382	263	13		692	11	229	19	5697	21	6	3	220	92	27	4		Texas
Utah	14			62	3	2	141	22			45	3	45	2	107	4		4	25	3	21			Utah
Vermont	1			84	9	2	118	50	3		44		71	1	146	2			50	1	12			Vermont
Washington	9		1	210	19	5	535	126	10		163	8	220	8	286	16	4	2	93	19	26	1		Washington
W. Virginia	3		4	174	17	21	545	117	9	4	205	16	94	14	580	7	3	7	80	23	61	5	4	W. Virginia
Wisconsin	56		18	656	29	16	1078	238	24	7	279	8	509	24	903	8	8	10	232	34	85	5	31	Wisconsin
Wyoming				50	1		109	22	5		42		12		88	3			10	8	6			Wyoming
Dist. of Col.	6		1	109	10	3	217	61	2		64	1	65	12	131	1	3	1	41	15	14	1		Dist. of Columbia

*August figures. †New York state, except New York City.

BUILDING SALESROOM

Troy, O., Oct. 28.—The Troy Auto Supply Company has started the erection of a salesroom and filling station here. Tires and accessories will be merchandised.

CHANGE NAME

Portland, Ore., Oct. 28 (U. T. P. S.).—Supplementary articles have been filed by the G-H Auto Parts Company of Portland, Ore., changing the name to Irwin-Wright Auto Parts Company.

Camden, N. J., Oct. 28 (U. T. P. S.).—Yellow Cab interests will build a five-story garage at 6th and Linden streets, obtaining the site after taking a net profit on a plot of ground earlier selected near the post office. One floor will be used as a public garage, 20 by 115 feet in size, another will be occupied by a new branch of the "Drive It Yourself" Hertz Company.

BUSY ON BRAKE LINING

Trenton, N. J., Oct. 28.—The Thermoid Rubber Company, one of the oldest Trenton rubber concerns, which recently gave up making tires and tubes, is very busy in manufacturing brake lining.

TO HANDLE PREST-O-LITE

Richmond, Va., Oct. 28 (U. T. P. S.).—The Richmond Battery and Ignition Corporation, at 1839 West Broad St., has been appointed distributor for Prest-O-Lite batteries.

ve thrown open their records to representatives of the Automotive Daily News, although this has not been done in the past. The monthly

REGISTRATION STATISTICS

those of September, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee, registration figures are not available at this time.

pt the metropolitan district.

Boston, Oct. 28 (U. T. P. S.).—That is believed to be the largest motor truck garage in New England will be opened here on Saturday. This will be the North Terminal Garage, at 600 Commercial, which covers four and one-half acres of ground and is handy to railroad terminals, the market and industrial centers.

London, Oct. 28 (U. T. P. S.).—The reimposition of the import duty on automobiles and their parts last July stimulated buying in home markets. An example is a contract for shafts and driving gear for light autos valued at about \$1,500,000, which has just been placed with a Birmingham firm. The increased turnover resulting has enabled British manufacturers to reduce their prices.

Des Moines, Ia., Oct. 28 (U. T. P. S.).—Iowa has declared war on bright headlights, and has designated November as "anti-glare month." The State Motor Vehicle Department is planning a statewide drive to eliminate the use of glaring automobile headlights.

Rochester, Pa., Oct. 28.—The Consumers Service Company gasoline station here was sold Friday morning on the grounds by the receiver to the Gulf Refining Company, the price being \$28,000.

Kansas City, Oct. 28.—R. C. Allan, manager of the factory branch here of the Stromberg Motor Device Company, is on a tour of the South and Southwest.

A peculiarity of the accessory trade here lately has been the demand for French trumpet horns of the bulb air-compression type. Their acquisition by motorcar owners has amounted almost to a craze.

Merchandisers who handle robes also report a brisk trade earlier than is customary in this line of goods.

The sale of auto parts for replacements continues brisk all over the Kansas territory. This is caused, Paul Kinkle of the W. A. Thompson Wholesale Hardware Company declares, by many dealers going in heavily on the reconditioning of used cars. Some dealers are even going out and buying up good closed jobs for reconditioning. Fenders and braces of all kinds are coming in for an unprecedented trade right now.

Boise, Ida., Oct. 28.—Contract to build 3.49 miles of the Lewis and Clark Highway, Idaho's greatest road project, has been let to Ryberg & McHugh, north Idaho contractors, for \$66,438.90.

1033-43 Mt. Elliott
DETROIT, MICH.

Florida Proves Remarkable Bus Market; Real Estate Development Is Responsible

TRUCK DEMAND IS ALSO GREAT

Result of the Increased
Movement of Freight
By Highway

MIAMI, FLA., Oct. 28.—Builders of commercial vehicles in the past year have taken full advantage of one of the most remarkable motor bus markets ever produced. It is Florida's market for motor buses, which, due to the rapid growth of the population and expansion of realty developments, has become one of the bus trade centers of the country.

They have also sold many motor trucks in that section, but have neglected to take full advantage of the truck opportunity, as will be told in detail hereinafter.

To choose an average week midway between the peak buying season and the low ebb, during the week of August 29 Florida bought 1,211 commercial motor vehicles. This figure placed the state in seventh place in the volume purchased.

When it is considered that in the same week California, in sixth place, purchased 1,774 for a state that has been undergoing continuous development since the gold rush of '49, the Florida purchasing ability is remarkable, and covers an average expenditure per week for commercial vehicles of upward of \$1,440,000, or a total annual market of approximately \$72,000,000 if the average is maintained. No wonder that automotive eyes are turned on Florida!

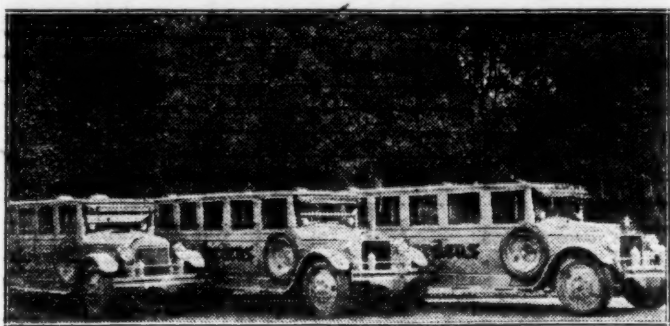
Realtors Are Cause

An official of the International Motor Company recently credited this astounding expansion solely to the realtors, whose efforts have resulted in the mushroom growth of new business in the Sunshine State. It was stated that wherever the realtors establish lines of sightseeing and sales buses, home and business communities grow up and soon authorized bus utility companies take over the routes and establish them as commercial permanent enterprises that establish an active new bus and replacement demand. There are still hundreds of small communities in Florida that are served in a very limited manner if at all by railroads. These are all feeling the stimulus of the Florida boom and are crying for transportation, which the motor bus promptly furnishes.

Tourist lines, too, maintained by sightseeing companies, use large fleets which ply between Jacksonville and all points of Florida tourist interest. There is a daily commercial bus line from Jacksonville to Orlando, St. Petersburg and Tampa. Another from St. Petersburg and Tampa to Fort Myers, a city in the heart of the new south Florida development district which is still a "one-railroad town," though humming with activity. Two other railroads are reaching their tracks out to Fort Myers, but before their service opens the bus lines will be so firmly entrenched as to maintain permanent popularity.

Fleet of 46

The real estate development of Coral Gables has forty-six deluxe buses in one fleet, and Hollywood-By-the-Sea, another east coast development, has thirty-seven on one route. At least fifty more developments use fleets of ten or more and a hundred more have several each. It has become a tourist fad to take



one or more of the one, two and three days free realty rides, and a game to see who can longest resist the allurements of the developments inspected. The fact that a single Coral Gables busload in one day bought \$81,000 worth of property indicates the success of the project from the realtor's standpoint.

Admitting the strength of the Florida bus market, and not forgetting that it is also a splendid passenger car market for tourings and closed cars, the truck market remains as one that is not fully developed. Buildings and homes, highways and causeways are being constructed everywhere in Florida. Thousands of motor trucks are in use by contractors. Many were shipped in and others are being added daily by local purchase, yet the truck field is scarcely scratched.

It will be remembered that a short time ago, when a national rail strike was threatened, it was stated by high authorities that it could not be successful in paralyzing the country's food supplies and stopping carriage of goods because of the possibility of mobilizing the motor truck resources of the country and stepping up production of new truck fleets to meet the emergency.

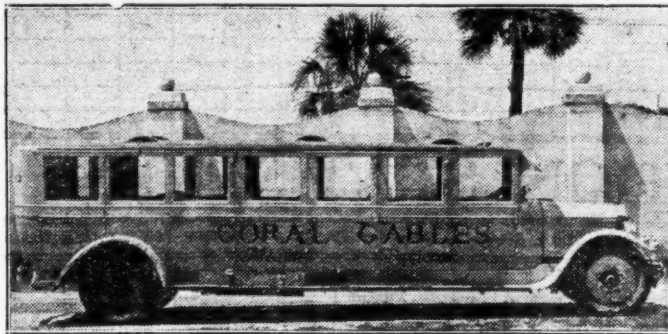
Faces Emergency

Florida is faced with just such an emergency today, and the motor truck is believed to be one of the units that can fill the bill. There is no rail strike, but there is an unprecedented rail congestion, with consequent necessary refusal of railroad companies to accept further shipments of many commodities at many points for months to come.

Several of the big Florida developers and mercantile establishments have partially met the emergency by purchasing their own ships and establishing private lines to the docks. This cannot be done by the thousands of lesser merchants who need supplies and goods, but what can be done is for Northern shippers to organize interstate fleets of trucks to meet the emergency. These Northern shippers have established methods of doing business which are not always flexible to meet emergencies.

It is very doubtful if they will turn to the motor truck for shipments to Florida except in isolated cases. The pressure must come to Florida, and in that state is where a "ship by truck" campaign can be more effective than any such previous campaign elsewhere. This is because the Floridian is working commercial miracles overnight. He is achieving in a decade the progress that most states took many decades to accomplish. Off to a late start, but freshened by new and energetic blood, Florida takes "ACTION" for its motto. Send the truck message to Florida and the present volume of truck business in and to that state will multiply, according to the consensus of automotive opinion in that state.

There is also the chance of greatly increasing local truck transportation of Florida manufactures and produce. The Floridian has always smarted under high rail costs, natural because the volume of business did not bring return enough to the railroads on their track mileage to justify low rates and partly be-



ROCHESTER ASSOCIATION WILL TRAIN SALESMEN

Rochester, N. Y., Oct. 28.—Directors of the Rochester Automobile Dealers' Association have just indorsed a plan to produce more high grade auto salesmen in the city. Ralph D. Fleming, research assistant to the state Department of Education, outlined a proposed course in automobile salesmanship. The course was approved by the directors and plans are under way to have such a course at Monroe Junior High School this winter. Raymond D. Burch, vice-president of the association, who presided at the meeting, said that the dealers would co-operate by urging their salesmen to attend the classes.

HIGHWAY PROGRESSES

Boise, Ida., Oct. 28.—Work on the last link of the Warm River-Yellowstone Highway, bringing automobilists over a modern road directly to West Yellowstone entrance of the park, is making rapid progress. Idaho has set aside \$75,000 and Montana \$90,000 for the work, which is a Federal aid project.

cause of a lack of competition among carriers.

Ally of Steamship

But Florida is a sea coast state, whose coast line is as long as the Pacific coast line from San Francisco to Portland, Ore.; a peninsula state, long and narrow, with a dozen fine seaports and many ship lines. These ship lines are beginning to realize that there will be a volume of business for those who compete for it actively, and the motor truck is the ship line's ally. Truck producers who show by fact and figure that the haul from citrus groves or factories inland to adjacent seaports can be made at a cost that, plus the sea transportation rates, will be materially less than rail transportation from siding to destination will gain many customers, and, according to Florida growers, as declared at a meeting of the Deep Waterways Commission, it has been proved to be a fact in practical use.

Motor buses are actively merchandised in Florida by the producers and their distributors, and trucks are also sold. The difference is that the bus needs little advertising and publicity in Florida, but to awaken the Florida public to the real truck opportunity will require a campaign of education that has not yet become apparent to the Florida observer.

FLORIDA TRANSPORTATION.

Photograph at the left shows a Mack bus operated in the fleet used in the development of Coral Gables. Below is shown one of several fleets of the same make operated by Arcadia Gardens.

NEW STATE LAW WILL BE STRICT

Washington Auto Code
To Have Stringent
Provisions

OLYMPIA, Wash., Oct. 28.—Washington's new automobile code has been completed by the legislators sponsoring it and will be formally introduced at the special session of the State Legislature, which will convene here November 9.

Some of the sections embody existing laws without change. Others include changes in present laws and still others are entirely new. Sections 3 to 16 relate to the issuance and revocation of operators' licenses and make it unlawful to drive a motor vehicle in this state without such a license. Special provisions as to the classes of vehicles they may operate are made for drivers under 16, 18 and 21 years of age, drivers under 21 being prohibited from operating passenger buses, and those under 18 being restricted from operating trucks of over four tons capacity.

The proposed code makes it mandatory for every motor vehicle owner to have a certificate of title, a new requirement in Washington. This is expected to prevent sale of stolen or mortgaged cars. All cars must be registered each year as at present, but the fee is fixed at \$8 a vehicle instead of the present sliding scale based on the weight of the car. Under the new code, license numbers would remain with the car when it changes hands, instead of remaining with the original holder of the license, as at present.

The bill provides that non-resident owners also must obtain a registration certificate which will be issued without cost. All tourists entering the state will be required to register. The display of stickers on windshield or rear vision glasses is prohibited, except in the case of official certificates or licenses issued by state or Federal governments. Rear view mirrors are required on all vehicles where a direct view to the rear is obstructed.

The new code would make it unlawful to use any mechanical or electrical device intended as a substitute for hand signal to indicate right or left turns or stops, unless it is first approved by the director of licenses. Manufacturers of such devices may have them tested out by the state upon payment of a \$50 fee.

A stringent headlight law to prevent glaring headlights is also provided, and all headlights will be required to comply with it. Sale of headlight devices or equipment that does not comply with this provision would be prohibited in this state. Severe penalties would be provided for putting misleading or illegal labels on gasoline or oil offered for sale in the state. All vehicles capable of attaining a speed of twenty miles an hour would be required to carry accurate speedometers. The proposed code changes the speed limit from thirty to thirty-five miles an hour outside the corporate limits of any city.

Varying speed limits are fixed for trucks, depending upon the weight. "Hit and run" drivers are outlawed in a provision making it mandatory to stop and render first aid in case of an accident, and prescribing a maximum penalty of five years in the penitentiary and \$5,000 fine in case of failure to do so. Publication of speed attained by a motor vehicle between given points or over designated distances is banned by the proposed code. Persons transporting passengers for hire in a motor vehicle first must obtain a state permit.

CLEVELAND SHOW DRAWING DATED

Cleveland, O., Oct. 28.—Drawing for space in the passenger car section of the Cleveland Automobile Show will be conducted Tuesday, Nov. 3. The show will be held January 23 to 30 in Cleveland Public Auditorium, one of the largest structures of its kind in the United States.

It is announced that the exposition will be the most comprehensive ever presented here. For the first time, commercial vehicles will be presented as a part of the main exhibition, space being provided in the auditorium, and sufficient room to accommodate trucks, trailers and commercial equipment will be withheld at the time of the passenger car drawing next week.

A large part of the accessory space already has been assigned. Because of limitations which it was found necessary to place on accessory divisions, the available space has been apportioned in quotas to the various branches and these quotas are near completion in several directions, it was announced today.

Applications are already on file for the following makes: Ajax, Auburn, Buick, Chandler, Chrysler, Cleveland, Diana, Essex, Ford, Flint, Franklin, Hudson, Hupmobile, Jordan, Locomobile, Marmon, Moon, Nash, Oakland, Oldsmobile, Packard, Peerless, Pierce-Arro, Reo, Rolls-Royce, Stearns and Studebaker.

The show is staged under auspices of the Cleveland Automobile Manufacturers and Dealers Association, and is in direct charge of Herbert Buckman, manager.

TO RUN ROCKINGHAM RACE NEXT SATURDAY

Salem, N. H., Oct. 28 (U. T. P. S.).—The original entrants for the motor races at the new Rockingham Motor Speedway here, who were unable to race on October 17, because of the condition of the track, due to rain, will all return for the race next Saturday. A world's record is expected to be hung up on the new track. Rain checks issued for the original event will be honored on Saturday.

KLEIBER CARS FEATURE

San Francisco, Oct. 28 (U. T. P. S.).—Kleiber cars, San Francisco made, are being featured at an exhibit at the California Industries Exposition, now being held here.

Production of Trucks in September Sets Record

Special from A. D. N. Washington Bureau

WASHINGTON, Oct. 28.—Production of trucks in September shattered all records in the history of this branch of the automotive industry, according to figures made public today by the Department of Commerce.

A total of 57,883 trucks, fire apparatus, street sweepers and buses were turned out of American factories last month, or more than twice the number for the same month of 1924.

The department announced production of motor vehicles as 272,396 passenger cars and 60,363 trucks, of which 262,036 passenger cars and 57,883 trucks were made in the United States, and 10,360 passenger cars and 2,480 trucks produced in Canada.

The table below is based on figures received from 180 manufacturers for recent months, 71 making passenger cars and 126 making trucks (17 making both passenger cars and trucks). Data for earlier months include 66 additional manufacturers now out of business, while September data for 11 small firms was not received in time for inclusion in this report.

The figures follow:—

PASSENGER CARS		
Month.	United States.	Canada.
January	204,620	8,301
February	242,024	10,779
March	319,140	13,014
April	375,787	15,515
May	364,363	18,351
June	350,557	14,249
July	347,414	11,140
August	214,383	7,430
September	262,036	10,360
Total (9 months)...	2,680,324	109,139
TRUCKS		
Month.	United States.	Canada.
January	26,876	1,565
February	32,717	1,693
March	43,009	2,089
April	46,247	1,576
May	41,415	1,888
June	36,260	1,794
July	39,993	1,740
August	36,277	1,436
September	57,883	2,480
Total (9 months)...	360,377	16,301

Rail Heads Favor Motor Regulation

Chicago, Oct. 28.—That the railroads are feeling keenly the competition of motor vehicles which carry both freight and passengers was seen in the statement of rail executives, twenty-seven of whom met here. They convened as the chief committee of the Association of Railway Executives. Formation of a committee to consider a system of regulating motor traffic was announced.

The railroad men took the position that there should be regulation of motor vehicles on public highways by the Interstate Commerce Commission. They pointed out that as matters now stand motor companies may operate or not as they choose. The railroads are compelled to accept government-made routes and must operate at all times, regardless of prosperity or hard times.

The committee, which will cooperate with a similar group recently appointed by the National Association of Railroad and Utilities Commissioners, is headed by W. W. Atterbury, president of the Pennsylvania Railroad.

Its other members are P. E. Crowley of the New York Central, E. J. Pearson of the New York, New Haven & Hartford; Carl A. Gray of the Union Pacific; Hale Holden of the Burlington, A. D. McDonald of the Southern Pacific, and W. L. Mapother of the Louisville & Nashville.

BUSES HIT TROLLEYS

Buenos Aires, Oct. 28 (U. T. P. S.).—The street car system of Buenos Aires carried 40,000,000 passengers less last year than in 1923, and this despite the fact that the city is growing at a great rate. The decline is due to the large number of motor-bus services that are now established. Buenos Aires bus owners have formed an association which represents over 300 vehicles.

Bus Activities

INDUSTRY GROWING

Akron, O., Oct. 28.—The development of the bus industry has taken a spurt during the last eighteen months which, according to Lynn Harvey, divisional sales manager of the India Tire and Rubber Company, "bids fair to make it an outstanding industry in the next five years. From approximately 20,000 buses in operation in 1921 the total had grown to 50,000 near the end of 1924," says Mr. Harvey. "It is estimated that 1,000 buses a week are being added this year so that the 1925 growth should equal that of the last five years. A total of almost 300,000 buses by 1930 has been forecast."

NO FEE REDUCTION

Waco, Tex., Oct. 28.—The city commission here has refused a petition from service car and bus drivers that yearly license fees be reduced from \$40 to \$20 per annum. No reason for the refusal was cited.

BUS LINE SOLD

Portland, Ore., Oct. 28.—The Camas Stage Company, owned by Max H. Clark and W. T. Crawford, has been sold to Frank D. Oakley and W. E. Wilmot of Tacoma. Consideration was about \$225,000. Fifteen motor buses were in operation between Portland, Camas, Vancouver, Kelso and Longview. The Camas Stage Company was also interested in the through service to Seattle and Tacoma.

LONGVIEW BUS TRAFFIC

Olympia, Wash., Oct. 28.—Motor buses operated by the Longview Public Service Company at Longview carried a total of 851,826 passengers for the first nine months of 1925, according to C. C. Humber, transportation manager of the company. The number carried in September was 98,236. Each month shows a slight increase, according to Mr. Humber, indicating steadily increasing activity for the company. Motor buses are the only means of public conveyance in use in Longview.

INTERNATIONAL MOTOR CO. BACKS EXCISE TAX FIGHT

New York, Oct. 28.—The International Motor Company, in an effort to promote an extensive campaign for the immediate repeal of the unpopular excise tax of 5 per cent. on motor buses, is mailing to practically 96 per cent. of the automobile clubs in the United States a statement by George H. Scragg of the International Motor Company's Bus Department. This statement, which appeared in a recent issue of the Automotive Daily News, is being circulated in the same form that it appeared in this paper. It explains the excise tax and gives a number of reasons and statistics why the tax should be repealed.

GRAHAM TRUCK

Evansville, Ind., Oct. 28.—Owing to trouble with motive power equipment, which held up production for about a day and a half, the daily output of trucks at Graham Brothers' local motor truck plant was kept to an average of 35 trucks a day for the week ending Saturday, October 17, it was announced at the plant.

BUS HEARING

St. Paul, Oct. 28.—Hearings will be conducted at Rochester Tuesday on application of five motorbus transportation companies to operate lines in Southern Minnesota.

Tractor Industry Flourishes in Wis.

Milwaukee, Wis., Oct. 28.—Wisconsin's tractor industries are reaching a most satisfactory basis of operations, with the best farm reports in five years coming out of the rural districts. Delivery specifications for the past two months have reached the highest point in a long period of time, while every one of the tractor companies is planning to continue in capacity production through the winter season, officials say.

A survey of the field has shown that the excellent conditions of the farmers' finances are being reflected in the sales of tractors and automobiles to farmers. Rural sales of new passenger cars are reported higher during the past four weeks than at any time since last spring.

Tractors and automotive farm machinery are still on the upgrade in sales, while from the manufacturing end prospects are continuing brighter than ever. The Wisconsin Magneto Company, the Wisconsin Motor Manufacturing Company, the Allis-Chalmers Manufacturing Company, the Milwaukee Ford Plant and the Harvester

INT. MOTOR TRUCK CO. DETROIT BRANCH SELLS OVER 200 PARLOR BUSES

Special from A. D. N. Detroit Bureau
Detroit, Oct. 28.—The Detroit factory branch of the Mack International Motor Truck Corporation reports the sale to date this year of over 200 of the new Mack parlor buses. They are being used mainly for trips to Florida, chiefly by real estate companies. Each bus is used for only one trip, being operated in Florida during the winter.

The plan is to drive the buses back to Detroit in the spring with another load of passengers. The parlor bus has seating capacity for twenty-six passengers. Mack International reports an increase of 35 per cent. this year to date in the sale of trucks in the Detroit district.

Company plants all report heavy orders for farm machinery and tractors, which will keep them busy through the winter. The J. I. Case Plow Works Company is turning out more tractors today than at any other time this season. Company plants all report heavy Townsend Tractor Manufacturing Company at Janesville is planning to increase its daily production schedules.

Des Moines to Have Motor Bus Service

Des Moines, Ia., Oct. 28.—John F. Loveridge, formerly of this city, and more recently associated with motion picture interests in Iowa, arrived here last week as president and general manager of the Capital City Motor Coach Company, the \$300,000 corporation, which is to establish a motor carrier system in the city. Earlier officers of the company, it was explained, were only temporarily appointed. Roy E. Green, Whiting, Ind., is vice-president and treasurer; Dave Pesner, Hammond, Ind., is secretary, and M. H. Cohen, Des Moines, chairman of the board of directors.

Loveridge said that a group of fifteen or twenty traffic experts will be here next week to make surveys incident to fixing routes and determining the service. Formal application for the franchise will be made soon, Mr. Loveridge announced, although the coach concern faces a fight, according to expressions of Mayor Garver and councilmen. A twenty-five-year grant is to be asked. The company has promised that it will be a non-competitive service, operating on boulevards and streets not served by the street car company.

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No Price Drop in Sight Public Now Buys Tires

COLUMBUS, O., Oct. 28 (U. T. P. S.).—According to reports received from several well-known tire dealers in the Buckeye capital, business is continually on the upgrade. This is noticed both in the week's sales as well as those for the entire month. Comparing the month of October so far with the same period in 1924, an increase of between 25 and 40 per cent. has been reported.

L. A. Rogers of the Columbus United Tire Company, distributor for Pharis cords and balloons, reports about 35 per cent. of all sales are balloon tires. J. M. Kanable, head of the Kanable Tire Company, dealer in Kelly and U. S. tires, reports a total of 25 per cent. of his sales in balloons. High-pressure pneumatics consequently have the lead, with 65 to 75 per cent. of total sales. Excluding Ford sizes in high-pressure pneumatics, the best sizes are 32x4, 31x4 and 32x 4 1/2, while in balloons the best sellers seem to be in sizes of 29x 495, 30x495, 31x495 and 30x525. Mr. Kanable also reports tubes selling well.

The price situation is not having a great deal to do with the number of sales made this week, it is reported. Prospects for fall are considered only fair.

SAN FRANCISCO

San Francisco, Oct. 28 (U. T. P. S.).—The latest raise in prices on automobile tires and tubes has finally awakened motorists here to the realization that tires are not going to be cheaper. As a result there was a flood of orders this week by car owners who wanted to stock up before the price boost.

The Granfield Tire and Supply Company has had one of its banner weeks in solid tire sales. Offers

were made to old customers to stock up at the old prices and many firms contracted for their entire next year's supply. These orders included many of the largest contracting firms in the city and the large manufacturing plants. The sizes most in demand were 36x6 and 36x5. The rush is now over with the clamping down of the new prices.

The Servell Tire Company, dealers for the General tire, also had a big week. The firm recently increased its stocks in order to take care of the increased trade. The result was a big week of orders at old prices. The demand was for all sizes. Tubes also sold well. By the first of the week it is expected that tires will be sold only at the new prices.

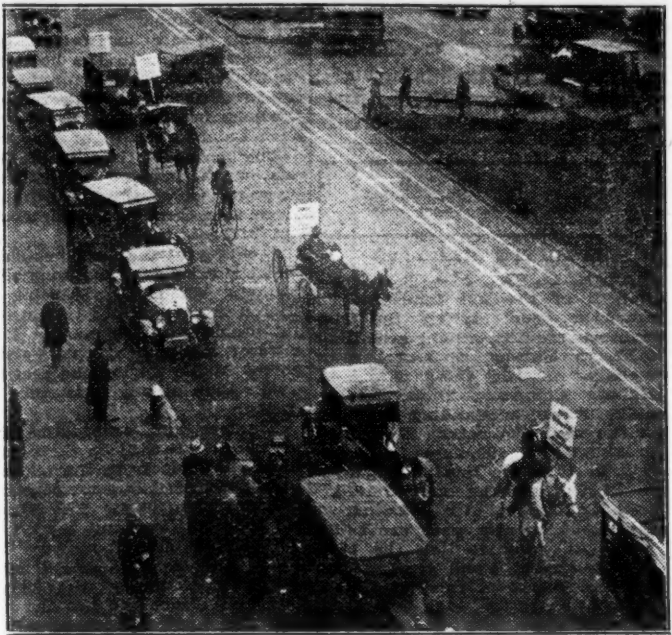
The Pacific Tire Sales Company has stuck to its first declaration of increased prices, but has met with good sales.

MARION

Marion, O., Oct. 28.—A boost of 15 per cent. in the price of all high pressure and balloon tires, and 20 per cent. on all tubes and solid and pressure truck tires, will slow up buying here.

A survey of the larger stores disclosed that dealers believe the new increase will have that effect.

EVOLUTION OF TRANSPORTATION. Below is pictured a view of the recent parade along Broadway, showing the development of transportation, which started with the pony and was followed by the backboard, bicycle, hansom cab and automobile.



After weeks of sluggish buying sales were stimulated the past two weeks. Inclement weather caused the previous slump.

This being the fifth tire advance since May 1, dealers say the buying public is adopting the waiting policy, believing reductions will come before the first of the year. Some dealers say prices will go still higher.

Demand for balloon tires has been on the increase since mid-

summer and tire equipment for medium-priced cars is being called for, dealers say. Tires which before the advances cost \$10 are now selling for \$16.84.

While some dealers are optimistic as to the future of the retail industry, most of them look for little improvement before the first of the year. Elimination of spring dating by manufacturers will help business locally, dealers said.

Balloon Sizes Up To Wheel Makers

Topeka, Kan., Oct. 28.—Standardization of balloon tires must begin at home, according to Topeka tire men, who explain by saying that it's the wheel makers or car manufacturers who will eventually make such a procedure not only popular but possible. Right now the only problem of the tire men is to try to furnish the balloons for the wheels that are brought to them.

The tire men are skeptical also of balloon tires ever being much more than a luxury or a fad. So far, they say, the balloons have not caught on heavily, and the big demand is for standard high-pressure casings. Less than 15 per cent. of the cars in this territory are balloon equipped, they declare, and are citing instances of where some car owners are abandoning the low-pressure casings.

Rochester, N. Y., Oct. 28.—Standardization of tire sizes is favored by dealers here. At the present time, says Leon Lewis, manager of the General Tire Sales, Inc., there are eight styles and about 100 different sizes to stock. He states further:—

"This causes much confusion on the part of the tire dealer and the tire buyer. To carry a complete stock of these various types and sizes requires a large investment.

"Spring dating we do not favor, because it compels us to give the same thing to our dealers and customers.

"The recent 15 per cent. increase in tire prices and 20 per cent. on tubes is encouraging more sales, because the public is beginning to realize that lower prices are not in sight."

CURRENT PRICES OF PASSENGER CAR MODELS

ANAX—6-cyl. 108 W. B. 5 Touring\$865 Sedan\$995 4 Roadster1,495 Imp. Sedan1,795	DAVIS—6-cyl. Model 90. 115 W. B. 5 Phaeton\$1,395 Sedan\$1,595 4 Touring1,495 Imp. Sedan1,795 4 Roadster1,495 Berline1,795	JORDAN—6-cyl. 125 1/2 W. B. 5 Touring2,275 Sedan\$2,675 5 Brougham2,575 Sedan2,925	NASH—6-cyl. Advanced. 121 W. B. 5 Touring\$1,375 Sedan\$1,435 2 Roadster1,375	ROAMER—6-cyl. Model 50 4 Sport Tour.\$1,350 Coupe\$1,395 2 Busi. Coupe. 1,295 Sedan De L. 1,595
APPERTON—6-cyl. 120 W. B. 5 Touring\$1,675 Sedan\$2,100 4 Coupe2,050 Brougham1,050	DAVIS—6-cyl. Model 91. 118 W. B. 5 Phaeton\$1,695 Sedan\$1,895 4 Roadster1,795 Imp. Sedan2,095	JORDAN—6-cyl. 116 W. B. 2 Roadster\$1,695 Sedan\$1,845	NASH—6-cyl. Advanced. 127 W. B. 7 Touring\$1,525 Coupe\$2,190 4 Victoria2,095 Sedan2,290	ROAMER—4-75-E. Duesenberg Model. 4 Tourer\$2,985 2-Speal Speed. \$3,485 4 Sport3,285
APPERTON—Straight 8-cyl. 130 W. B. 5 Touring\$1,995 Brougham\$2,450 4 Coupe2,450 Sedan2,595	DIANA—8-cyl. 125 1/2 W. B. 5 Phaeton\$1,895 Cabriolet\$2,095 4 Roadster1,895 Brougham2,095 5 Sedan1,995 De L. Sedan2,195 Coach De L. 1,895	KISSEL—6-cyl. Model 55. 11 1/2 W. B. 5 Phaeton\$1,585 Coupe\$2,035 7 Touring1,685 Brougham1,995 4 Speedster1,795 2 Enc. Speed. 2,085 5 Brougham1,695 Enc. Speed. 2,185 4 Speedster1,895 Victoria2,185 4 Tourster1,795	OAKLAND—6-cyl. 113 W. B. 2 Roadster\$375 Coupe\$1,125 5 Touring1,075 Sedan1,195 5 Coach1,095 Land. Sedan. 1,295	ROLLIN—4-cyl. 112 W. B. 5 Phaeton\$1,155 Brougham\$1,325 3 Coupe1,325 Sedan1,455
AUBURN—6-cyl. Model 66. 120 W. B. 6 Touring\$1,395 7 Sedan\$1,390 6 Roadster1,495 Brougham1,595 6 W. Sedan1,845 6 Sedan1,795	DODGE BROS.—4-cyl. 116 W. B. 5 Touring\$875 Sedan\$1,045 5 Spec. Touring. 975 Spec. Sed. B. 1,145 2 Roadster875 Sedan1,145 2 Spec. 2-Door Sedan1,145 2 Coupe Brougham. 960 Coach1,035 2 Spec. Cpe B.1,060 Spec. Coach. 1,135	KISSEL—6-cyl. De Luxe Model 55. 121 W. B. 5 Phaeton\$1,785 Brougham\$2,485 7 Touring1,885 Victoria2,485 4 Tourster1,985 Enc. Speed. 2,685 2 Speedster2,085 Enc. Speed. 2,685 4 Speedster2,185 7 Sedan3,085 4 Coupe2,485 Berlin-Sedan. 3,185	OLDSMOBILE—6-cyl. 110 1/2 W. B. 5 Touring\$375 Sedan\$1,025 5 Coach950 De L. Coach. 1,040 5 De Luxe Tr. 980 De L. Sedan. 1,115	STAR—4-cyl. 102 W. B. 5 Touring\$525 2-Coupe675 2 Roadster325 2-Door Sedan. 695 2 Coupster595 Sedan775
AUBURN—8-cyl. 129 W. B. 6 Roadster\$1,975 Sedan\$2,350 5 Touring1,995 Sedan2,400 5 Brougham2,590 Sedan2,550	DURANT—4-cyl. 109 W. B. 5 Touring\$810 Sedan1,150 4 Coupe1,090	KISSEL—8-cyl. Model 75. 137 W. B. 5 Phaeton\$1,985 Coupe\$2,485 7 Touring2,085 Brougham2,395 5 Brougham2,095 Enc. Speed. 2,485 2 Speedster2,195 Enc. Speed. 2,585 4 Speedster2,295 Victoria2,585 4 Tourster2,195	OVERLAND—4-cyl. "91." 100 W. B. 5 Touring\$495 Sedan De L. \$695 2 Coupe625 2-Door Sedan. 595	STEARNS-KNIGHT—4-cyl. 119 W. B. 5 Touring\$1,595 Brougham\$2,095 4 Cpe. Roadster 1,795 Sedan2,095 4 Coupe Brougham. 1,895
BUICK—6-cyl. Standard Six. 114 1/2 W. B. 5 Touring\$1,150 Sedan1,295 2 Roadster1,125 Coach\$1,195 4 Coupe1,275	ELCAR—4-cyl. 116 W. B. 5 Touring\$1,095 Coach\$1,195 5 Sedan1,395	KISSEL—8-cyl. Model 75. 137 W. B. 5 Phaeton\$1,985 Coupe\$2,485 7 Touring2,085 Brougham2,395 5 Brougham2,095 Enc. Speed. 2,485 2 Speedster2,195 Enc. Speed. 2,585 4 Speedster2,295 Victoria2,585 4 Tourster2,195	OVERLAND—6-cyl. 152 1/2 W. B. 6 Sedan\$895 Sedan De L. \$1,095	STEARNS-KNIGHT—6-cyl. 121 W. B. 4 Touring\$1,875 Coupe Brougham. \$2,285 5 Touring1,875 Sedan2,475 2 Spt. Coupe. 2,185 Brougham2,475
BUICK—6-cyl. Master 6. 120 W. B. 5 Roadster\$1,250 Coach\$1,395 5 Touring1,295 Sedan1,495	ELCAR—6-cyl. 116 W. B. 5 Touring\$1,295 Coach\$1,395 5 Sedan1,595	KISSEL—8-cyl. De Luxe Model 75. 137 W. B. 5 Phaeton\$2,185 Brougham\$2,985 7 Touring2,285 Victoria2,585 4 Tourster2,385 Enc. Speed. 2,985 2 Speedster2,485 Enc. Speed. 3,085 4 Speedster2,585 Sedan3,485 4 Coupe2,885 Berline-Sedan. 3,585	PACKARD—6-cyl. 126 W. B. 5 Touring\$2,585 4 Spe. Touring. \$2,750 4 Coupe2,585 Roadster2,785 5 Sedan2,585	STEARNS-KNIGHT—6-cyl. 130 W. B. 5 Touring\$2,395 Brougham\$3,000 7 Touring2,395 Sedan3,250 2 Roadster2,495 7 Sedan3,800 6 Sedan3,000
BUICK—6-cyl. 128 W. B. 4 Roadster\$1,495 7 Sedan\$1,995 5 Touring1,525 Brougham1,925 4 Coupe1,795 C. Club1,765	ELCAR—8-cyl. 127 W. B. 5 Touring\$2,165 Coupe\$2,315 7 Touring2,265 Sedan2,365 4 Roadster2,265 Brougham2,865 7 Sedan2,765	LINCOLN—8-cyl. 136 W. B. 7 Touring\$4,000 4 Sedan\$4,800 2 Phaeton4,000 7 Sedan4,100 6 Coupe4,600 7 Limousine6,300	PACKARD—8-cyl. 133 W. B. 7 Touring\$2,785 7 Sedan\$2,785 5 Sedan2,725 7 Sedan Lim. 2,885	STEVENS-DURYEA—6-cyl. 138 W. B. 7 Touring\$7,500 4 Sedan\$10,000 Coupe9,000 7 Limousine10,175
CADILLAC—Standard. 132 W. B. 5 Brougham\$2,995 Sedan\$3,195 4 Victoria3,095 7 Sedan3,295 2 Coupe3,045 7 Imperial3,495 5 Coach2,995	ESSEX—6-cyl. 110 1/2 W. B. 5 Touring\$795 5 Coach\$765 5 Touring\$795 Sedan\$1,120	LOCOMOBILE—6-cyl. "48." 142 W. B. 4 Touring\$7,460 7 Sedan\$9,500 7 Touring7,460 7 EncLimo/aino10,050 6 Victoria10,050 7 Cabriolet10,300 5 Brougham10,400	PACKARD—8-cyl. 136 W. B. 5 Touring\$2,750 4 Coupe\$4,650 4 Spt. Touring. 3,900 5 Sedan4,750 4 Roadster3,950	STUDEBAKER—Standard Six. 113 W. B. 5 Phaeton\$1,145 5 Spt. Phaeton. \$1,255 3 Roadster1,125 C. C. Coupe. 1,295 5 Coach1,195 5 W. Sedan1,395 Spt. Roadster 1,235 Sedan1,659 5 Berline1,659
CADILLAC—8-cyl. Custom. 138 W. B. 5 Phaeton\$3,250 Suburban\$4,285 7 Touring3,250 Imperial4,485 5 Coupe4,000 3 Road(132WB) 3,250 6 Sedan4,150	FLINT—6-cyl. Model 40. 115 W. B. 5 Touring\$1,185 5 Coach De L. 1,120 5 Brougham1,575 5 Coach1,040 5 Sedan1,495	LOCOMOBILE—6-cyl. "48." 142 W. B. 4 Touring\$7,460 7 Sedan\$9,500 7 Touring7,460 7 EncLimo/aino10,050 6 Victoria10,050 7 Cabriolet10,300 5 Brougham10,400	PACKARD—8-cyl. 143 W. B. 7 Touring\$3,950 7 Sedan\$5,000 5 Club Sedan. 4,890 7 Sedan Lim. 5,100	STUDEBAKER—Special Six. 120 W. B. 5 Phaeton\$1,445 5 Brougham\$1,695 4 Roadster1,395 4 Victoria1,750 4 Spt. R'dster. 1,595 5 Sedan1,895 5 Coach1,445 5 Berline2,120
CASE—MODEL X. 122 W. B. 5 Touring\$1,595 5 Victoria\$2,290 2 Roadster1,570 5 Sedan2,385 6 Suburban2,290	FLINT—6-cyl. Model 55. 120 W. B. 5 Touring\$1,595 4 Coupe\$2,195 7 Touring1,795 Sedan2,285 4 Roadster1,950 5 Brougham2,485 Spec. Touring 2,050 7 Sedan2,750	LOCOMOBILE—Junior Eight. 124 W. B. 5 Touring\$1,785 5 Sedan\$2,285 4 Roadster2,150 5 Brougham2,285	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	STUDEBAKER—Bix Six. 127 W. B. 7 Phaeton\$1,775 7 Sedan\$2,245 5 Sedan1,955 7 Berline2,325 6 Coupe2,045 6 Brougham1,985
CASE—Model J. I. C. 122 W. B. 5 Touring\$1,885 4 Suburban\$2,480 3 Roadster1,840 Sedan2,590 6 Sport2,100 5 Brougham2,590	FORD—4-cyl. Model T. 100 W. B. (With starter and mountable rims. Balloona tire equipment \$25 extra) 2 Roadster\$345 7 Tudor Sedan\$580 5 Touring375 7 Fordor Sedan680 Coupe520	LOCOMOBILE—Junior Eight. 124 W. B. 5 Touring\$1,785 5 Sedan\$2,285 4 Roadster2,150 5 Brougham2,285	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster2,395 Sedan2,050
CASE—Model Y. 132 W. B. 7 Touring\$2,225 7 Sedan\$2,975	FRANKLIN—6-cyl. Model 11-A 119 W. B. 3 Roadster\$750 7 Sport Sedan\$3,225 5 Touring2,625 7 Limousine3,275 2 Coupe2,700 7 Cabriolet4,400 5 Sedan3,090	M'FARLAN—6-cyl. "S. V." 127 W. B. 5 Touring\$2,650 5 Sedan\$3,180 2 Roadster2,650 7 Sedan3,280 4 Coupe3,180	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster2,395 Sedan2,050
CHANDLER—123 W. B. 5 Touring\$1,495 4 Roadster\$1,785 7 Touring1,595 5 Sedan1,490 6 Brom.1,695 5 Sed. De L. 1,795 5 Roadster1,695 7 Sedan1,895	GARDNER—6-cyl. 117 W. B. 5 Touring\$1,395 4 Cabriolet\$1,845 5 Sedan1,595 5 Spec. Sedan. 2,295 5 Brom1,595	M'FARLAN—6-cyl. "T. V." 140 W. B. 4 Touring\$5,600 7 Suburban\$6,810 7 Touring5,700 4 Suburban7,115 2 Roadster6,400 7 Limousine6,900 4 Coupe6,720 7 Town Car. 9,000 6 Sedan6,720	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	VELIE—6-cyl. 115 W. B. 5 Phaeton\$1,450 5 Brougham\$1,495 4 Roadster1,550 5 Sedan1,825 2 Coupe1,425
CHEVROLET—Superior. 103 W. B. 2 Roadster\$525 5 Coach\$695 5 Touring625 5 Sedan775 2 Coupe675	GARDNER—8-cyl. 125 W. B. 5 Touring\$1,995 4 Cabriolet\$2,345 5 Sedan1,995 5 Spec. Sedan. 2,295	M'FARLAN—6-cyl. 121 W. B. 2 Roadster\$2,400 5 Coupe\$3,180 4 Roadster900 5 Coach Brom. 3,180 5 Touring2,650 7 Sedan3,280 7 Touring2,750 5 Sub. sedan. 3,280 5 Sedan3,180 7 Sub. Sedan. 3,480 4 Town Car4,600	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295
CHRYSLER—6-cyl. 112 1/2 W. B. 5 Touring\$1,395 5 Sedan\$1,695 5 Coach1,445 5 Brougham1,865 4 Roadster1,625 4 Royal Coupe. 1,795	GRAY—4-cyl. Model O. 104 W. B. 5 Touring\$595 5 Sedan\$845 3 Coupe825 5 Royal Sedan. 975	MARMON—6-cyl. 136 W. B. 7 Touring\$3,295 2 Coupe\$3,295 2 Speedster3,295 7 Sedan3,370 7 Touring3,295 5 Sedan3,775 6 Sedan3,295 7 Sedan3,850 5 Brougham3,295 6 Sedan Lim. 3,900 4 Coupe3,295 7 Sedan Lim. 3,975	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295
CHRYSLER—4-cyl. 109 W. B. 5 Touring\$895 5 Coach\$1,045 2 Coupe995 5 Sedan1,095	HUDSON—Super Six. 127 1/2 W. B. 7 Phaeton\$1,395 7 Sedan\$1,650 5 Coach1,655 4 Brougham1,450	MOON—6-cyl. 128 W. B. (London) 5 Touring\$1,985 5 Pet. Sedan. \$2,640 7 Touring1,985	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295
CLEVELAND—6-cyl. 108 1/2 W. B. 5 Touring\$395 5 Sedan\$395	HUPMOBILE—4-cyl. Model E. 110 W. B. 2 Roadster\$1,225 2 Coupe\$1,250 5 Touring1,225 5 Sedan1,375	NASH—6-cyl. Special. 123 1/2 W. B. 5 Touring\$1,135 5 2-D Sedan. \$1,265 2 Roadster1,135 5 Sedan1,645	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295
CLEVELAND—6-cyl. 115 W. B. 5 Touring\$1,095 5 Sedan1,295 5 Sport1,245 Sport Sedan. 1,625 5 Coach1,295 5 Sedan De L. 1,995	HUPMOBILE—6-cyl. 114 W. B. 5 Touring\$1,225 5 Sedan\$1,375	NASH—6-cyl. Special. 123 1/2 W. B. 5 Touring\$1,135 5 2-D Sedan. \$1,265 2 Roadster1,135 5 Sedan1,645	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295
CUNNINGHAM—6-cyl. 132 W. B. 4 Touring\$6,150 2 Sport\$7,400 2 Roadster6,150 2 Coupe7,600	HUPMOBILE—8-cyl. Model E. 118 1/2 W. B. 5 Touring\$1,795 2 Coupe\$2,095 2 Roadster1,795 4 Coupe2,095 4 Roadster1,895 4 Sedan2,195	NASH—6-cyl. Special. 123 1/2 W. B. 5 Touring\$1,135 5 2-D Sedan. \$1,265 2 Roadster1,135 5 Sedan1,645	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295
CUNNINGHAM—6-cyl. 142 W. B. 4 Touring\$6,500 5 Cabriolet\$3,100 7 Touring6,500 7 Town Car. 9,100 5 Limousine8,100	JEWETT—6-cyl. 111 W. B. 4 Touring\$1,500 5 De L. Coach. \$1,495 5 Coach1,245 5 Sedan1,630 6 Touring1,320	NASH—6-cyl. Special. 123 1/2 W. B. 5 Touring\$1,135 5 2-D Sedan. \$1,265 2 Roadster1,135 5 Sedan1,645	FAIRG—6-cyl. 120 W. B. 4 Phaeton\$2,165 Sedan De L. \$2,395 7 Phaeton2,165 Sedan De L. 2,840 5 Brougham2,395 Suburban Lim 2,965	WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Tourist\$2,385 4 G.G. Traveler \$2,800 4 Roadster2,800 5 Sedan3,185 5 Coupe3,985 7 Sedan3,285 5 Brom3,400 4 Limousine3,385 6 Sedan4,004 Cab. roadster. 3,295

These Ideas Are Helping Other Dealers Sell Used Cars

Makes Appeal to Young Salaried People



THE Reilly-Craig Motor Company of Minneapolis, Willys-Knight dealer, is selling used cars by making a particular appeal to young salaried people.

In a two-weeks' campaign in which a variety of standard make cars are offered the Reilly-Craig company, by use of posters, newspaper space and window shows, is making this appeal:

"Young men. Young women. Where does your income go? Are you saving any? Are you spending it all? Are you wasting considerable?"

"Surely you can save a little each week or month—save a little of the amount you waste."

"You will have no better chance to invest than in any of the good used cars we are now offering. Think it over, then act on your judgment. Come to Reilly-Craig's greatest sale and drive away in one of these good used automobiles that are selling at such marvelously low prices and on such long, easy terms."

The appeal to "young bloods" whose salaries are free of responsibilities is carried in such offers as these: "Come on, you young bloods. If you want a real sport car for \$550, the most racy and saucy little car you ever stepped on, visit our used car salesrooms."

Some of the cars offered and the prices asked, taken at random, follow: 1921 Chalmers touring, \$375; 1924 Willys-Knight coupe-sedan, \$1,100; 1918 Buick four touring, \$165; 1922 Maxwell touring, \$310; 1917 Maxwell touring, \$50; 1922 Buick touring, \$325; 1921 Elgin touring, \$125; 1919 Case touring, \$150; 1923 Buick roadster, \$700; 1920 Hudson coupe, \$400; 1923 Velie touring, \$350.

Special Bargains Used As Bait



EXCEPTIONALLY good results attended a used car sale held by the Gallagher Motor Company, Studebaker dealer, Rochester, N. Y. Men stood in line all night to have first chance at the special bargains which were offered as bait to draw the crowds.

The sale was advertised in the newspapers and unusual values were put on fifteen used cars priced under the \$100 mark. An example was a 1922 Ford coupe offered at \$6.66. One man arrived at the salesroom twenty-four hours in advance to be the first buyer.

By the time the doors opened on the day of the sale, an immense crowd had gathered. Of course, all of the bargain-seekers couldn't buy the fifteen specials, and those who were disappointed were taken in hand by the salesmen and induced to buy higher-priced cars.

Aside from the fifteen bargains, twenty cars were disposed of in the first half hour at good prices. Elmer Wilson, vice-president of the company, stated that the sale was the most successful ever held by his company.

Names of Satisfied Buyers Put on Walls

AN unusual stunt to convince prospects that they will receive satisfaction from their used car purchases is practiced by the Henry B. Ayers Company, Los Angeles. On the walls of the salesroom this dealer has lettered the names and addresses of all people who have bought used cars from him.

The list is headed by the statement, "These people bought with the certainty of satisfaction." The names

provide ready reference to all those who desire to investigate before purchasing.

The Ayers company reconditions its cars carefully. Chassis and engine are taken down and reassembled, under parts steam cleaned, new tires applied and the paint, top, carpets, side curtains and upholstery made to match the new appearance of the car.

In selling the cars, Ayers cites the price of a new car of the same make and model without extras and then compares it with his price for the reconditioned job with extras. The considerable difference makes a good impression on prospects.

ON this page are presented some practical ideas that other dealers are using to move used car stocks. An outline of each plan is given with enough details to enable you to apply it to your own business. These methods are actually turning used cars into cash RIGHT NOW. They apply to present day conditions. If your own stock is sluggish, give one of these plans a trial.

Low Down-Payment Plan Moves Used Cars



NEW car dealers in selling used cars can often imitate with advantage the methods of exclusive used car dealers. One of the largest of these on the Pacific Coast, the Kane Auto Company, Los Angeles, has adopted a low down-payment plan, which has enabled the company to reach the astonishing volume of over thirty sales a day.

As explained by E. R. Kane, president, the plan functions in this manner:

"Our plan," states Mr. Kane, "is delivery of any car in our building upon the down payment of \$10, and, contrary to all requirements of present day time-payment sales, we actually deliver title and vest complete ownership in such automobile in the purchaser, upon the payment of \$10."

"The functioning of this idea," according to Mr. Kane, "is made possible through the trust placed in the purchaser and his friends."

"Our only requirement is a note for the balance of purchase price signed by the purchaser, together with two co-makers, which is to run for forty weeks, with either weekly, semi-monthly or monthly payments, with the added stipulation that each signer must be an American citizen and have a position paying a salary. Ownership of real estate does not enter into the transaction."

The company insures the car for the purchaser for both fire and theft, and upon request will insure the purchaser against death in favor of the two co-workers.

A detailed example of the working of the sale plan as furnished by the company sets forth a sale of an automobile at \$200. In this instance the company added \$4 for insurance, making the sale price total \$204. The purchaser pays down \$10, leaving a balance of \$194, for which a note is issued calling for weekly payments of \$5.39, which payment includes interest for forty weeks, making a total cost for the car of \$225.53, or a carrying charge cost of only \$25.53 for the transaction.

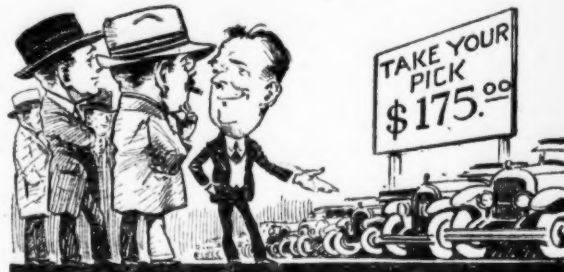
Co-operates With Newspaper

IN co-operation with the Columbus Dispatch, a number of dealers in used cars in Columbus, O., conducted a red tag sale. The cars were advertised in the Dispatch and the advertisements marked to correspond to the red tags on the cars offered for sale in the automobile salesrooms.

In looking through the Dispatch columns, prospec-

tive purchasers are able to pick out just the sort of car they would like to have and then are able to find it without difficulty in the salesrooms, provided, of course, it has not been sold previously. Special prices have been quoted by the dealers, and it is said that some usual bargains are being offered.

One-Price Sale Proves Successful



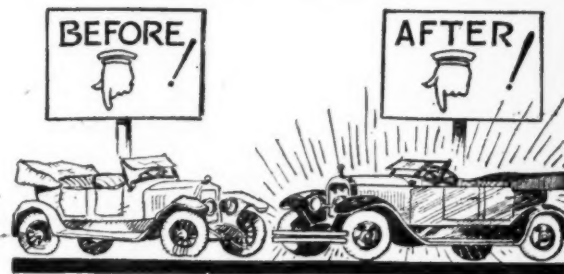
THE McKeesport Union Motor Company, Chevrolet dealer, McKeesport, Pa., has instituted a novel idea in disposing of used cars. It is closing out its entire stock at one price—\$175. Cars which formerly were marked at a wide range of prices are all marked with the \$175 tag now. The cars are being sold on cash or terms, and there is a guarantee which enables any purchaser who is dissatisfied with his car inside of ten days to return it and have the price paid applied on a new Chevrolet.

Rudolph Hirshberg, manager of the company, claims that this sale stunt will relieve dealers of used cars quicker than the ordinary method, and that the turnover will average the same as under a scale of different price. He also believes that it will have a greater appeal to the prospective customer.

License Tags With Cars

THE Wadleigh Motor Company, Waterville, Me., had a successful sale of used cars during the past week, after it had offered to license free of charge in Maine any of the used automobiles sold. During the sale the cars offered were confined to 1922, 1923 and 1924 models of Essex, Jewett, Ford, Star, Studebaker, Reo and Overland.

Say Reconditioned Cars Sell Better



TWO Topeka, Kan., dealers, the Wood Motors Company, Buick, and the Central Motors Company, Studebaker, put their faith in successful reconditioning as a solution of used car ills and are enjoying good success with their methods. They explain their stand in this way:

"We never sell a used car 'as is,'" says Noel V. Wood of the Wood Motors Company. "It's not that we make more profit on that special car by rebuilding it and repainting it before placing it on the market, but we find the sale more easy and customers more satisfied. Any automobile dealer who does not try to keep customer confidence these days is making a mistake, I believe."

"Cars that are not worth reconditioning are not worth reselling," says William Rhea of the used car department of the Central Motors Company. "The short time that average owners use a car before turning it in never is the life of that car unless it has had some serious accidents. Typewriter men who sell new machines also sell rebuilt machines and find ready sale for them, so why not the dealer in transportation?"

"Also, the buyer of a used car has more confidence in the ability of a dealer's reconditioning than he has in any other person who attempts to do the same sort of thing. There's no reason why the used car should be a bugaboo if the reconditioning and certifying of used models is carefully followed out."

Personal Paragraphs

Olympia, Wash., Oct. 28.—Ray Phelps, proprietor of the Motor Inn Garage, at Kelso, has been the victim of a brutal attack by an unidentified auto thief. The stranger stopped Phelps on the Pacific Highway, south of Kelso, and asked for a tow for his car. As Phelps stopped to aid the stranger, the man struck the garage man with a hammer, knocking him unconscious and then stealing Phelps's machine. Phelps's condition is not serious.

Chicago, Oct. 28.—Charles F. Benell, former Pierce-Arrow salesman for H. Paulman & Co., here, has opened an uptown dealership for Pierce-Arrow vehicles exclusively, at 5714 Broadway. His firm has been incorporated under the name of Benell Motor Company.

St. Louis, Mo., Oct. 28.—Louis E. Hueseman, office manager of the Haupt Motor Company of this city, has married Miss Lois Behrens, daughter of Prof. and Mrs. W. H. Behrens of Bloomington, Ill. They are on a brief honeymoon, and on November 11 will be at home at 3514 Minnesota Ave., St. Louis.

New Haven, Conn., Oct. 28.—Herbert N. Rice of the sales force of the Ferguson Motors Corporation, local Nash dealer, has just been appointed sales manager of the Meriden branch and will take up his new duties immediately.

Milwaukee, Wis., Oct. 28.—Robert Lewis has just been named car manager of the West Point Garage and Sales Company.

Wichita, Kan., Oct. 28 (U. T. P. S.).—Morris H. Schollenberger, 47, president of the Wichita Automobile Company, and the first man in the city to own a motor car, has just died at his home here. With his brother, George, who was associated with him in the bicycle

business, Mr. Schollenberger established the first automobile dealership between Kansas City and Denver, in 1900.

Evansville, Ind., Oct. 28.—J. A. Dishman, manager of the Phillips-Osborne Motor Company, Studebaker dealer, is visiting the Studebaker plant in Detroit in regard to deliveries of cars.

Trenton, N. J., Oct. 28.—James E. O'Donovan, Jr., employed by the Trudel-Harper Motor Company, has just been awarded \$100 in cash offered by Ford dealers in this district to the salesman having the greatest percentage of increase in sales for the period ended August 1.

Kansas City, Oct. 28.—W. O. Widener, manager of the Watson Stabilator Company of Kansas City, is in Lincoln, Neb., on business for his company.

Improvements

Oil City, Pa., Oct. 28.—The S. & S. Motor Company, local representative of the Star and Durant cars, is now located in larger quarters at 319 Seneca St.

Fayetteville, Ark., Oct. 28 (U. T. P. S.).—Heerwagen Brothers, tire and accessory dealers, will erect an annex to their building on College Ave., here. The annex will be two stories high, and 55 by 75 feet in street.

Waco, Tex., Oct. 28.—A new \$20,000 home of the Reo Company of Texas, distributor for this car in the central part of the state, has just been formally opened here. A system of shaded lights is used in the display room. For instance, one night the shade will be amber, the next it will be green, the next blue, the next maroon, and so on.

DEALER DOINGS

Boston, Mass., Oct. 28.—James F. Marr, for many years in charge of the used car department of the J. W. Maguire Company, has entered business for himself. A few weeks ago he resigned and organized a company to handle the Pierce-Arrow line at Malden, and he has just opened his sales and service station there.

Rochester, Pa., Oct. 28.—The outdoor used car sales station has proved successful for the Beaver Valley Motors, Inc., of this city, Charles W. Wagner, president, declares. He said the company's

used cars are selling at a rate of about eight a week.

Aledo, Ill., Oct. 28.—Howard Stevenson, in association with his son, Joseph, of Bloomington, and Ralph Hudson, formerly dealer for the Hudson and Essex in this territory, have announced the opening of a new garage and Hudson-Essex dealership in the Stevenson Building on East 7th Street.

New Britain, Conn., Oct. 28.—Harold F. Judd, for the past five years superintendent of the Elmer Automobile service station, has just tendered his resignation to that concern and on November 1 will open his own Ford service station, with 24 hour service. "Ace" Brown, assistant superintendent, has also resigned and will join the new Judd station.

Santa Ana, Cal., Oct. 28.—Harry D. Riley of Anaheim, who recently took over the local Studebaker franchise will have personal charge of the business for the present. He is also the Studebaker dealer for Anaheim. The local salesroom will be rearranged to afford better facilities, a used car display room will be installed and the mechanical department will be altered, Mr. Riley said. L. A. Schlessinger, formerly county representative of a gasoline distributing concern, has joined the sales force.

Minneapolis, Oct. 28.—The Duplex Motor Truck Company of Lansing, Mich., has acquired a factory branch to be opened here with display rooms and service station at 1208 Harmon Place. H. L. Bell will be sales director.

Newark, N. J., Oct. 28.—Robert F. Smith, for many years connected with Durant and Flint interests in this territory, has taken over the distribution of the Junior Eight, with headquarters in Paterson, N. J.

Out on the Coast

By John C. Wetmore

Los Angeles, Oct. 28.—While there was a seasonal drop of 3 per cent, in September through 107 less registrations than in August, Oregon automobile sales, despite a Ford loss of 594, held up well, as compared with the corresponding month last year.



According to figures given out by the Motor Register of Oregon, 1,880 new passenger cars were licensed last month, as against 1,947 in September, 1924, a loss of only fifty sales, or but 2½ per cent.

With Ford losses, however, left out of the calculation, there is a very different business story to tell, the figures exclusive of Ford being 1,628, as against 1,184. This is a gain of 37 per cent., as compared with last year.

This highly encouraging motor car trade condition is further emphasized by the fact that all but one of the following fifteen leaders—Ford, of course, through non-delivery of new models—showed gains as follows:—

	Registered	Gained	Per Cent.
1. Chevrolet	426	167	64
2. Star	226	50	27
3. Essex	168	150	97
4. Ford	152	594	79
5. Dodge Brothers	129
6. Buick	127	6	4
7. Overland	121	43	55
8. Chrysler	109	76	32
9. Studebaker	81	27	50
10. Hudson	54	42	262
11. Oldsmobile	41	7	20
12. Oakland	34	6	21
13. Willys-Knight	31	3	10
14. Nash	29	19	52
15. Packard	23	21	1,050

*Loss.
For the first nine months of this year Oregon's total of new passenger car registrations runs 13.7 per cent. behind the same period of 1924, the figures being 22,444 up to September 30 as against an aggregate of 26,011. This is a loss of 3,567 sales, which is almost entirely accounted for by the Ford loss of 3,111 sales during the first three quarters of this year.

Leaving Ford, however, entirely out of the figuring the comparative totals for 1925 and 1924 were respectively 15,859 and 16,315, a loss of 456 sales, or but 2.7 per cent.

Despite this closeness in total sales 10 of the 17 leaders scored aggregate losses—slight, however, in most cases—during the first 9 months of 1925 as follows:

	Registered	Lost	P.C.
1. Ford	6,585	3,111	32
2. Chevrolet	3,637	267	6
3. Star	2,207	20	2
4. Dodge	1,425	125	8
5. Buick	1,019	185	15
6. Essex	916	660	257
7. Overland	859	381	30
8. Studebaker	797	11	1
9. Oldsmobile	481	153	24
10. Hudson	459	166	176
11. Chrysler	458	327	71
12. Willys-Knight	447	10	2
13. Maxwell	433	57	11
14. Nash	328	126	62
15. Oakland	265	107	28
16. Jewett	264	9	13
17. Packard	166	55	49

*Gained.
That motor trucks are making even a better showing in Oregon than passenger cars may be seen from the fact that in September sales of commercial vehicles reached 300, as compared with 170 during this month last year, a gain of 130 sales, or 76 per cent. Sales of the leaders for the month and for three-quarters of the year were:

	September, 1925	September, 1924
Ford	158	1,184
Graham	26	123
G. M. C.	18	91
Mack	17	92
White	16	99

Motor truck registrations up to September 30 totaled 2,032, as compared with 1,816 for the same period last year, a gain of 216, or 11.8 per cent. Among the California makes, Moreland registered 5 during September and 22 for nine months. Fageol's corresponding figures were 4 and 27.

TO ISSUE PLATES EARLY

Sacramento, Cal., Oct. 28.—Due to a change in the state motor vehicle law, California motorists may obtain their 1926 license plates as early as November 15, this year.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS—Preferably driving Chevrolet touring or roadsters, to sell Spiroclosure, the new glass enclosure which instantly converts open cars into closed jobs; ideal winter line; runs into good volume; big commissions; exclusive territories granted. The C. Spiro Mfg. Co., Dobbs Ferry, N. Y.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.
6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active client partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

PARTNER wanted: Dodge Brothers Sales contract; rich railroad and agricultural section. Box 146, Rocky Ford, Col.

Incorporations

Boston, Mass., Oct. 28.—New Massachusetts incorporations include:—

L. A. W. Acceptance Corporation of Massachusetts, Worcester, \$1,000,000; to finance automobile owners to buy on part payments; Louis A. Wolfe, Worcester, Mass.; Clarence A. Thompson, Summit, N. J., and John F. Carpenter, Putnam, Conn.

Reo Fitchburg Company, Fitchburg, \$59,000; automobile dealers; president, William J. Doherty; vice-president and treasurer, Frank J. O'Reilly, 29 Gurney St., Cambridge.

MAY SET SPEED RULES

San Francisco, Oct. 28 (U. T. P. S.).—Capt. Al Waddell of the advertising firm of James Houlihan, Inc., has left here for a sixty-day trip to the East and Middle West in the interests of the Speedway Corporation of Los Angeles. He will be accompanied by A. M. Young, president of the Speedway Corporation. New speedway regulations may be set.

BUSINESS OPPORTUNITIES

FACTORY REPRESENTATIVES—Correspondence invited relative to openings for branch managers to represent us to the automotive jobbing trade; openings now at Chicago, Buffalo, Pittsburgh, Kansas City and the West coast; commission basis; only responsible individuals with selling experience to the automotive jobbing trade will be considered. CONSOLIDATED EQUIPMENT CORP., 160 Grand St., New York, N. Y.

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

FOR SALE

FOR SALE—Patents and copyrights on several successful appliances for testing automobile electrical devices. Box No. 45, Automotive Daily News.

HELP WANTED

SALESMAN to sell automobile accessories to car agents; only men with experience apply; liberal drawing account; against commission. Box No. 45, Automotive Daily News.

Fire Losses

Davenport, Ia., Oct. 28.—Fire gutted the Plagman Auto Transportation Company garage, 412 West First St., causing destruction of 26 cars, including 17 privately owned machines, with a loss estimated at \$50,000. The company's loss was estimated by Otto Plagman, head of the concern, at \$30,000, of which \$22,500 is covered by insurance.

Corvallis, Ore., Oct. 28.—Fire in the Corvallis Garage burned automobiles and everything else inside the building, causing a loss estimated at \$20,000.

VELIE-BELL SALE

Chicago, Oct. 28.—The Velie Bell Company has disposed of its retail business to W. P. Sawyer and F. P. McGough, who will handle this end of the Velie business, and will maintain sales rooms at 2618 Michigan Ave., the new home of the Velie-Bell Company.

Advertisers in the Automotive Daily News

Apperson Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carriage Mfg. Co.
Durant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hewitt Rubber Co.
"Iron Horse" Car Corp.
Johnson Carburetor Co.
Kellogg Mfg. Co.
Loocomobile Co. of America.
Manhattan Insulated Wire Co.
New Departure Mfg. Co.
No-Carb Sales Co.
Oakland Motor Car Co.
Pierce-Arrow Motor Car Co.
Rawlings Co. of America.
Rickenbacker Motor Co.
Rowe, Inc., Wm. L.
Ternstedt Mfg. Co.
U. S. Light & Heat Corp.
Wills Sainte Claire, Inc.
Wire Wheel Corp. of America.
Wisconsin Parts Co.
Wise Industries, The.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

48 HOURS AFTER YOUR CLASSIFIED ADVERTISEMENT Has Been Received by the AUTOMOTIVE DAILY NEWS

It has reached thousands of progressive business men in the Automotive industry
JUST CONSIDER THIS!

Also Consider the Exceedingly
LOW RATE

Then you will agree that there is no better medium in which to cover the field

USE IT!